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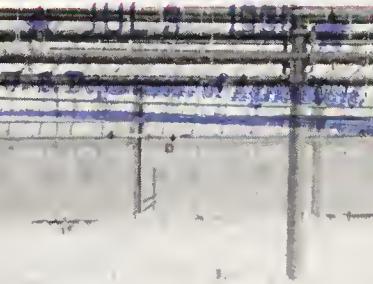


WEST CHICAGO, ILL
U.S.A.

BALL (NON BRANCHING) STOCKS

Lilac Lavender
Ball White
(below)

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"FLOWER SEEDS FOR FLORISTS"

Catalog No. 27

July-Dec. 1935

BETTER BUSINESS DEPENDS ON, —

the quality, variety and service you offer. Business is clearly getting better, no longer any doubt about that, but to get your share it is necessary to realize that the old order is changing. The competition of other lines is compelling us to make our business more attractive in every way possible, particularly in the variation and attractiveness of stock offered. Thru personal inspection of growers' stocks thruout Europe and America and thru our trial grounds both in the open and in our greenhouses, we are doing what we can to provide you with the finest dependable varieties in flower seed. Thank you very much for your increasing appreciation of our work along these lines.

GEO. J. BALL, INC.

Geo. J. Ball
Pres.

PLEASE NOTE — Our seed cannot be bought from dealers or agents **EXCEPT IN OUR PRINTED PACKETS OR CONTAINERS**. Avoid uncertainty and possible loss by ordering direct from us or thru our regular representatives, who sell for us in our containers only.

BUSINESS TERMS

FOR INDEX SEE NEXT PAGE

WE PAY POSTAGE AND INSURANCE to any point in the U. S. or Canada on all orders at prices quoted in this catalog. This simplifies figuring the cost of your order.

CASH DISCOUNTS. When remittance is enclosed with order, we allow a cash discount of 5% on all orders up to \$25.00. On this amount or over, 8% cash discount is allowed. This does not apply to Cyclamen or Asparagus seed, prices on which are net.

IMPORTANT. Make all checks and money orders payable to **Geo. J. Ball, Inc., at West Chicago, Ill.**

IF UNKNOWN TO US or if overdue accounts are standing (60 days), cash must be enclosed with order unless other arrangements are agreed upon in advance.

SMALL ORDERS are welcomed gladly and receive prompt and careful attention. In return we suggest that cash be enclosed to care for the proportionately greater cost of handling.

PRICES in this catalog and in all our offerings, are subject to change without notice.

ADVANCE ORDERS are subject to pro rata delivery in case of crop failures or shortages.

CROP FAILURES. All items in this catalog are offered subject to crop shortages or crop failures.

DISCLAIMER. We, Geo. J. Ball, Inc., give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds we sell, and we will not be in any way responsible for the crop. If the purchaser does not accept the seeds on these terms they are at once to be returned, and the money paid for same will be refunded promptly.

Please note that we do not supply flower seed in commission boxes for resale, our business being confined exclusively to strains for florists. Also, we try to confine our catalog to the hands of those regularly engaged in the florist's business.

(ALL ORDERS SENT US DIRECT are back in the mail the day received.)

For INDEX see next page.

Have one name for your business and use it only, to avoid confusion.

THE BALL RED BOOK — New 1935 Edition

By Geo. J. Ball

EVERY LINE rewritten. In a brief, informal way this handy size booklet covers the important cultural points of a considerable variety of every day florists crops. The author has been particularly successful with soil sterilizing, especially thru the use of hot water. This is discussed with details. Also the sub-irrigating method for deep rooting crops such as peas; and the black cloth shading of mums for early flowering are other timely subjects treated with some details. Special attention is given in this edition to the best varieties in all subjects treated, and this might be of as much value as cultural notes.

This, the third edition, has been enlarged from 96 pages to 136. Also printing costs have increased, but the cost of the Ball Red Book remains unchanged, — **20c.**

The chances are you will find something of interest in this book. Glance over the following list of subjects covered.

Acroclinium	Cineraria	Gerbera	Nasturtiums — Gleam	Shading
Ageratum	Clarkia	Germinating Seed	Nemesia	Snapdragons
Asters	Combination Boxes	Gloxiniyas	Pansies	Soils
Begonias	Cyclamen	Greenhouse Beds	Petunias	Statice
Bellis Perennis	Daisies	Gypsophila	Poppies	Stocks
Browallia	Delphinium	Helichrysum	Primulas	Sweet Peas —
Buddleia Asiatica	Didiscus	Impatiens	Pyrethrum	Early Flowering
Calceolaria	Doronicum Caucasicum	Kalanchoe	Saintpaulia	Sweet Peas —
Calendula	Dusty Miller	Larkspur	Salpiglossis	Late or Summer
Campanula	Exacum Affine	Lathyrus	Salvia	Venidium
Candytuft	Feverfew (Matricaria)	Lilies from Seed	Scabiosa	Violas
Carnations	Forget-Me-Not	Lupines	Schizanthus	Wallflower
Centaurea	(Myosotis)	Marigolds	Shading Mums for	Watering
Chrysanthemum	Gaillardia	Mignonette	Early Flowering	Zinnias

CULTURAL CIRCULARS

In line with our policy of providing service of practical value, we issue gratis circulars that offer cultural details on the following subjects.

Asters (including cloth house)
Calendula
Germinating Seed

Petunias
Snapdragons
Stocks

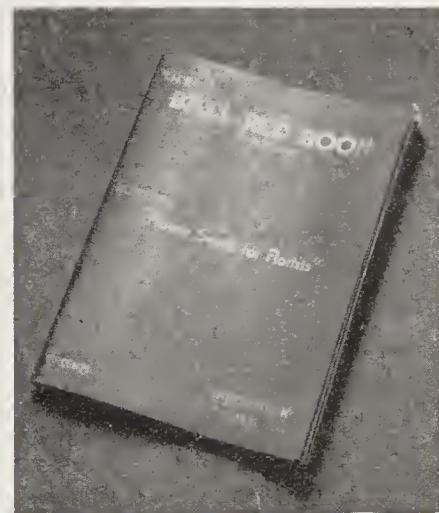
Summer Peas
Winter Peas
Zinnias

BETTER SWEET PEAS (By Geo. J. Ball). A cloth bound book of 210 pages, freely illustrated and covering the details of growing Winter Peas under glass. A chapter is devoted to the outdoor or summer flowering class, also to some miscellaneous greenhouse crops grown to advantage in connection with Peas. Better Sweet Peas is the only American book on this subject. Sent postpaid for \$1.00.

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"FLOWER SEEDS FOR FLORISTS"

BALL NON BRANCHING STOCKS

One of our leading specialties

LONG graceful stems and flower spikes with extra large flowers, also an earlier flowering habit than the branching Bismarcks, are the strong points for this strikingly fine class. Furthermore, our records and that of other growers clearly prove them more profitable than the branching kind, especially for market growers. Their cultural requirements do not differ from the branching class, except that they must be spaced close.

Not all varieties generally listed as such are really non-branching. The intermediate varieties produce two or three, sometimes more, strong breaks with flowers poorly spaced. Thru extensive single plant selection work on all the six colors we offer, we have made them 98% or better, non-branching, except our Ball White and Malmaison that belong to the Champion Long-stemmed Column type. This class differs from the Excelsior Column type in being longer stemmed, also in producing a few weak breaks from about the base of the flower spike, — none at all below that point, and these few breaks are easily rubbed out.

PROPORTION OF DOUBLES

It is more difficult to maintain a dependably high percentage of doubles in the non-branching than in the branching class, except in the variety Lilac Lavender that remains comparatively high year after year. The percentage of doubles given for each variety we offer we find dependable, except Chamois Pink that we find exceedingly difficult to maintain with a fair percentage of doubles. It will be noted that we are offering two strains of this.

Please remember that double flowering strains can only be selected from the singles, double flowers being entirely sterile in all stocks. When we realize the determined effort nature makes to produce seed and that this must be done thru the singles only, the difficulty of maintaining high percentages of doubles will be appreciated.

In conclusion, do not pass judgment on a strain until it is in full flower, because the singles are the first to open and are followed by the doubles.



Medal Awarded "Ball Stocks"
S. A. F. National Show, 1931



Young Stocks exposed to much hot weather will come blind.

IN GROWING STOCKS



Our Non-branching Stocks BALL WHITE hit it just right for Easter. Sown Nov. 1 in flats, transplanted from the seed flats to these beds a month later. Run them quite cold, around 40° nights. No harm in lowering it even to freezing, in fact low temperature strengthens the stems and flowers. Temperature can be increased some if necessary without harm. Nice Easter crop, isn't it.

A FEW fundamental points that must be observed everywhere should be of interest. Stocks are moderate temperature plants. When exposed to prolonged excessive heat before the buds are set, they will come blind, producing only a heavy growth of foliage. For this reason they are not satisfactory outdoors where summers are very hot. Also for this reason the winter crop should not be started, in the latitude of Chicago, earlier than July 20, — perhaps 10 days later as far south as St. Louis. For the same reason we do not sow later than February 10-15. More losses thru blind growth seem to occur from late spring sowing than thru getting started too early in the summer. This applies to both branching and non-branching.

The earliest flowering varieties, such as Chamois Pink and perhaps Lilac Lavender in the non-branching and most of the Bismarcks if disbudded, can be flowered for Christmas without artificial lights if started not later than July 20, grown on a raised bed and a night temperature of 50-54° with 10-12° higher during the day. However, they might miss it if November and December should be excessively dark. But we find a January crop almost as valuable as one at Christmas. Mid-winter Stocks produce a harder growth with less chance of wilting on a raised 6 in. bed than on the ground. The later planting for March to May flowering does fine in a deep ground bed. A planting in late October or November can be flowered for Easter of most dates; they can safely be run very cold to hold them back if too early or pushed some with heat if necessary. A January 1 sowing, planted out a month later and a night temperature of 50° maintained, will make Mother's Day. As these lines are written we are harvesting a Mother's Day crop, seed sown January 15 and seedlings planted February 15. Chamois Pink is hitting it just right, but our Ball White and Lilac Lavender are about a week late. Much depends on the total sunshine. To get a strong growth, clean of rot about the base, we find it necessary to either steam sterilize or saturate the soil thoroly with hot water. If in doubt about the effect of this on your soil, leave an untreated check plot. Much loss is sustained in Stocks thru this form of stem rot that we get away from nearly 100% thru sterilizing the soil as suggested. Also, we have had perfect stands in beds in which the plants have rotted out nearly 100% by removing about 2 in. of the top soil and replacing with fresh. We have frequently done this during mid-winter when all the soil could not be replaced. And don't forget that Stocks enjoy a well enriched soil with plenty water when in full growth.

We space Non-Branching Stocks 7 in. between the rows and 2½ in. in the row. When the plants are about 6 in. high, we remove the weakest, usually 4 to 5, from a 4 ft. row. We have proven to our satisfaction that four of the weakest plants out of five will become singles.

For market growers, especially, Non-Branching Stocks are most profitable.



"FLOWER SEEDS FOR FLORISTS"

BALL NON BRANCHING STOCKS

The following varieties are the only ones we are familiar with that are strictly non-branching and of good cut flower colors. We have developed a dark orchid blue, a pure early flowering white, and a clear rose that we expect to have enough seed of to release next season.

PLEASE NOTE: Our figures on percentages of double flowers are from **actual count**. We occasionally get reports on these same strains of 75-80% double. We know that an actual count would not bear this out. On the other hand reports come in on this same stock to the effect that nearly all are single. We know that usually such are estimates made on the first flowers to open and that are always the singles. Because of the several strains of Ball White and Chamois Pink we offer this season, we are numbering all varieties offered. Use these numbers and names to avoid possible errors.

NO. 1. LILAC LAVENDER.

Highly attractive, clear bright lavender. The most valuable cut flower color in any market. Medium long-stemmed and fairly early flowering. Produces fully 99% non-branching stems, and for a number of years this variety has averaged 65-70% double flowers. We have a good supply of seed of this variety ready for immediate delivery.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

NO. 2. BALL WHITE.

Ball White belongs to the Champion Long-stemmed Column class. Under some conditions the large white flowers will be slightly tinged blush, never enough, however, to prevent its use as a clear white. With its fine stem goes a long flower spike. Its heavy growth makes it about a week later than Lilac Lavender. The proportion of doubles runs consistently from 60-65%. Our strain of Ball White is one of our finest standard market varieties, and we have a limited supply of seed ready for immediate delivery. We will have a good supply of this fine strain from our new crop by August 15.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

No. 3. Ball White — California Strain. Because of seed crop shortage of our Ball White last season, we supplied ourselves with a California grown strain of it. Our flowering test of this strain shows it up around 50% doubles. We offer this strain at: Tr. Pkt. 50c; $\frac{1}{4}$ oz. \$1.50; 1 oz. \$5.00.

NO. 4. BALL WHITE DWARF.

We regret that our seed crop of this strain was a complete failure the past season and that we have no stock to offer this season. We expect to have an improved strain of this to offer next season.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

NO. 5. BALL WHITE — EXTRA DWARF.

This strain averages about 6 in. shorter than our Ball White Dwarf, and for ordinary cut flower work it will be found excellent. However, it should be grown in deep ground beds. On a shallow raised bed or flats, this strain will be rather short stemmed. Flowers are closely set on long flower spikes with 68% double and strictly non-branching. Ready for immediate delivery.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

NO. 6. AMERICAN BEAUTY (NEW).

An attractive rich strong American Beauty rose, a true deep rose. Good stems, early flowering with 65% doubles, and strictly non-branching. While this color is not usually wanted in quantity, a limited amount of it will add variety and value to a shipment of Non-Branching Stocks. Ready for immediate delivery.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

NO. 7. MALMAISON PINK (NEW).

Light Enchantress Carnation pink, a new color in Non-Branching Stocks that fills the demand for a pink. We planted this extensively the past season and found it well liked. It belongs to the Champion Long-stemmed class, the growth and habit being identical with our Ball White. The proportion of doubles the past season was 63%. Seed ready for delivery August 1.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

NO. 8. RUBY.

Rich crimson red, fairly long-stemmed, and regularly produces around 65-68% doubles. A limited amount of this strong attractive color is called for, especially by retail growers. We find this variety practically identical with Illusion. Seed ready for immediate delivery.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

NO. 9. CHAMOIS PINK.

Apricot or Chamois Pink. A very choice cut flower color among Non-Branching Stocks. Of more compact habit than Lilac Lavender and fully ten days earlier. This variety is inclined to be irregular in percentage of doubles. Our past season's seed crop consisted of 150 single plant selections. Twenty of these came 100% single. All the selections that were 50% and over in proportion of doubles were reserved for the seed we offer you this season. Of all these selections two were 68% and 71% double, and they will become our stock seed for next season. With the removal of the high proportion of singles this strain should come fairly high in doubles. Seed ready for delivery August 15 in trade packets only.

$\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

No. 10. Chamois Pink No. 2 Stock. Last fall we bought seed of Chamois Pink from the most dependable growers in California and Europe. Our flowering tests of all these lots of seed show them up from 25-45% double. We offer this lot of Chamois Pink seed at a reduction from the regular price; and we believe this will be found a good buy, for even the singles in Chamois Pink are choice. Priced at:

Tr. Pkt. 50c; $\frac{1}{4}$ oz. \$1.50; 1 oz. \$5.00.

BALL NON BRANCHING STOCKS (Continued)

NO. 11. MIXTURE.

This season we offer an exceptionally good mixture of Non-Branching Stocks. It will be made up largely of the good standard varieties Lilac Lavender and Ball White, also about 5% Crimson. After August 15 this mixture will also contain some of our new Malmaison Pink and our new Dark Ball's Blue of some selections that don't come true enough to use as stock seed for next season. A packet of this mixture will acquaint you with this new Blue. We believe the mixture will be what a retail business should have that wants a limited amount of all colors in the non-branching class. PRICES of Mixture: $\frac{1}{2}$ Tr. Pkt. 60c; Tr. Pkt. \$1.00; $\frac{1}{4}$ oz. \$2.25; 1 oz. \$8.00.

No. 12. Ball's Blue. We have trued up a non-branching strain of clear deep orchid or mauve blue, strictly non-branching, and we have selections that are 100% true to color, which is a new and attractive one in the strictly non-branching class. Ready for release in 1936.

BRANCHING TYPE STOCKS

OF THE various branching classes the Bismarcks are clearly the best for cut flower purposes. They are some earlier, not inclined to branch so heavily, and the proportion of doubles is generally better than will be found in the other classes. Very good, non-branching, long-stemmed flowers can be grown by using the branching kind and disbudding them. For this purpose plant close, as suggested for the non-branching. As the center flower spike draws up, laterals will appear about the top of the stem. It is just as important and necessary to remove these side growths as it is to disbud mums. Failure to do so will result in soft worthless stock. A retail grower should space part of his branching kind about 6 x 8, and top when about 8 in. tall. This will freely provide fairly long-stemmed flowers.

The colors we find most popular for cut flowers are starred*.

IMPROVED BISMARCKS

The Improved Bismarck class is generally preferred in Branching Stocks because of earliness and high percentage of doubles.

- *Rose. Fine standard color.
- Flesh. Delicate shade of pink.
- *Lavender. A standard color.
- *Chamois. Choice market color.
- *Golden Ball. Clear ivory-yellow.
- *White. Early. Clear white.
- Apple Blossom. Light pink.
- *Lilac. Lilac-lavender.
- Blood Red.
- Antique Copper. Fine copper-red.
- Elk's Pride. Rich deep purple.

Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
PRICES, each	\$.35	\$1.00
Mixed, all colors25	.60

*Santa Maria

A giant new pure white; long-stemmed habit and good percentage of doubles.

Tr. Pkt. 25c; $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.75.

Shasta.

New giant white. Described as much taller and longer-stemmed than Imperial White.

Tr. Pkt. 25c; $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.25.

Buttercup.

Deep yellow, strong growth.

Tr. Pkt. 25c; $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.25.

PERPETUAL BRANCHING

(Giant Perfection)

- *Rose. A clear even shade.
- Sapphire. Violet or dark lavender.
(Identical to Dark Blue).
- *May Queen. Lavender or pale blue.
- Snowdrift. Fine clear white.
- Princess Alice. Early white.
- La France. Blush, nearly white.
- *Heatham Beauty. Terra cotta rose, very fine.
- *Empress Augusta Victoria. Silver-lilac and very fine.
- Blood Red. Not a standard market color.

Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Prices, each	\$.25	\$.65
Mixed, all colors25	.50

BEAUTY OF NICE

Mont Blanc. Clear, extra early white.

Monte Carlo. Rich canary-yellow.

*Aurora. Golden buff, fine.

Belle de Naples. Rich old rose.

Beauty of Nice. Flesh-pink.

*Cote D'Azure. Light or lavender-blue.

*Summer Night. Extra early purple.

Carmine Rose. (Abundance).

Sou. de Monaco. Best crimson, late.

American Beauty. Deep rose.

*Queen Alexandra. Rosy lilac, fine.

Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Prices, each	\$.25	\$.65
Mixed, all colors25	.50

TEN WEEKS

This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a good percentage of doubles.

Blood Red	Canary Yellow	Purple	Deep Rose
Lavender	Carmine Pink	White	

Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Prices, each	\$.25	\$.75
Mixed, all colors25	.50

*Snowflake — Wallflower Leaved. Dark green foliage that contrasts effectively with the pure white flowers, 12 in. and valuable as a pot plant. Tr. Pkt. 35c; $\frac{1}{4}$ oz. \$1.50.



"FLOWER SEEDS FOR FLORISTS"

BALL CALENDULA

THE PRESENT cut flower strain of Calendula was originated by us 15 years ago. All varieties in this fine long-stemmed class are of our production. Furthermore, we continue to devote a large area of our glass to improving the present strains and to developing new ones. We feel very sure that better strains of Calendula are not available than we are offering today.

CULTURE

With every lot of seed we send out, a circular is enclosed detailing our methods of culture that will insure fine stock if the suggestions offered are carried out. A few fundamental points follow: The most profitable crop is the one started August 1 in our latitude. This gets into full crop for Christmas and January. As far south as Cincinnati the sowing for this should be made 10 days, possibly 2 weeks, later and be in good shape for Christmas. We sow in our cloth aster houses to protect the seedlings from the same "yellows" that infects asters. This disease is carried by the leaf hopper that is screened out with aster cloth. If a cloth house is not available, sow in an outdoor frame and protect with aster house cloth. This precaution may not be so necessary in all sections as it is with us.

In sowing during mid-summer, especially outdoors, be sure to cover the seed fairly deep and maintain the soil uniformly moist. Failure to watch this explains why the seed doesn't grow, — sometimes. To get a strong growth, with flowers, that won't wilt, it is necessary to use a light house, and the stems draw up much better in a deep ground bed tho nice flowers are grown on raised beds. In preparing the soil use well rotted manure freely. Little danger in over doing it. After the young stock is well started, we top dress several times during the season with a balanced fertilizer. About September 1, we transplant into the greenhouse or flowering beds, spacing them 12 x 12 in. To get an even stand, discard the weak or small seedlings; or if they can't be spared, plant such by themselves. Calendula are strictly cool temperature plants. 42-45° nights with 10-15° higher days should be the limit, except about the holidays when they can be temporarily warmed up some.

Of a good strain of Calendula less than 1% will come single and such are weak, flower early, and should be removed for they are worthless. Why do many come single, — sometimes? Unfavorable conditioning or treatment or check to the growth, such as too much heat, not enough moisture or fertility in the soil, a mess of greenfly drawing the life out of them; in fact, they tend to come single, the better to enable them to produce seed or reproduce themselves, when any unfavorable cultural conditions threaten their life. As the crop becomes cut down, the weakening effect it has on the plants will leave nearly all that's left single.



A Christmas Crop of Our Ball Calendula

BALL CALENDULA (Continued)

PLEASE NOTE Our strains of Ball Calendula are sold by us ONLY in our sealed packets.

Ball's Masterpiece. Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cut flower variety.

Ball's Long Orange. The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

Ball's Sensation. Long-stemmed orange with light center. This is a selection from "Long Orange" that seems to do particularly well for some growers.

Ball's Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Ball's Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Ball's Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Ball's Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

Ball's White. A creamy white of Apricot type. We have an improved strain of this variety that comes 75% true. A little should be grown for variety.

Prices on each of the above Ball Calendula:

Tr. Pkt., 40c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00; 2 oz., \$3.50; 4 oz., \$6.50.

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on $\frac{1}{4}$ oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

Ball Calendula Mixture. A mixture of all the above, with fully half orange colors. Intended for the retail grower with limited planting but requires some of all colors.

Tr. Pkt., 35c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.60.

BEDDING CALENDULA

The following varieties are not suitable for cut flower purposes where long stems and large flowers are wanted. Because of their compact growth and free flowering habit they are of value for bedding purposes where summers are not too trying.

Orange Shaggy. (Waller-Franklin). The tip of the petals of this bright orange variety are fringed, giving it a distinctive and attractive appearance.

Tr. Pkt., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00.

Radio. Bright orange with quilled petal. Of compact growth and distinctly effective for bedding.

Radio Golden Beam. Clear yellow Radio.

Sunshine. Semi-double, bright yellow and of upright growth. We find this identical with the variety Chrysanth.

Orange King. Dark centered orange, of compact growth and valuable for bedding.

Lemon Queen. Light or lemon yellow.

Nankeen. Cream flushed apricot, small flowered, dwarf.

Trianon. Yellow striped orange. Dark center, small flowered.

Price: All the above bedding varieties except Orange Shaggy:

Tr. Pkt., 20c; 1 oz., 60c; 2 oz., \$1.00.

Ball Bedding Mixture. Evenly proportioned mixture of all compact bedding varieties.

Price: Tr. Pkt., 15c; 1 oz., 50c; 4 oz., \$1.50; 1 lb., \$5.00.

Constructive criticism is valuable in any business. We gladly hear from you.



Ball Lemon Queen (Dark Center)



"FLOWER SEEDS FOR FLORISTS"

WINTER PEAS



A field of our early, or winter-flowering sweet peas. Our Ball Rose Improved is shown in the foreground, White Harmony in the back and our Ball Orange, the most vivid of all orange peas, is shown on the left. These fields, as well as our crops under glass, are under our close, personal supervision and we are very sure that more carefully rogued and handled seed cannot be had from any source.

PLEASE NOTE

The lack of germination frequently complained of, especially during hot weather, is not due to dead seed but to rot in the soil that attacks it. The past few years we have treated Sweet Pea and some other seed, for our own use, with a material known as Cuprocide, or red oxide, and we find it a real protection against rot. We have decided, beginning July 1, to treat all Sweet Pea seed we sell with this material unless requested not to do so. When so treated, the seed must not be soaked in water to swell before sowing as is sometimes done.

In sowing at any time do so in fresh or sterilized, and fairly moist soil. Cover about a half inch and **apply no water**, but protect the surface soil from undue drying until the seed comes thru.

All the seed we are sending out was tested for germination during June, and we know that it will grow if you give it a chance to do so.

CULTURAL NOTES

THE PAST season we produced an unusually successful crop of mid-winter peas. The method used might be of interest. The sowing was made July 15, in soil that was thoroly saturated with hot water that was piped from the blow-off of our steam boiler. The water entered the soil at a temperature of 185° and was pushed well into the lower soil. All the watering was done by means of sub-irrigating, thru 4 in. drain tile buried 16 in. below the surface. No water at all was applied to the surface at any stage of their growth, except the little that hit it thru syringing for spider during the heat of summer. This left the top soil loose thruout the growing season. It also prevented that excessive atmospheric moisture during mid-winter that is largely responsible for a brown spot disease and mildew, that has always destroyed much lower foliage for us. The foliage on our plants was clean thruout their life, from the ground up. Frequent use was made of a German sulphur machine, and this may have been partly responsible for controlling spot and mildew; but we believe the absence of muddy soil and damp atmosphere following the ordinary watering were factors in maintaining the foliage, and the good foliage helped the growth.

The favorable conditions we seem to have maintained for early sown Peas has induced us to sow a month earlier this season. By doing so we will have the growth so well hardened when the dark days set in that bud drop will be controlled.

For fuller details of our method of managing the early sowing of Peas and soil sterilizing consult the new edition of our BALL RED BOOK.

THE SEASON'S 12 BEST STANDARD VARIETIES of WINTER PEAS



GOLD MEDAL AWARDED OUR
"BALL ORANGE" WINTER SWEET
PEA. ALL ORANGE VARIETIES
BURN BADLY OUTDOORS.

EVERY SEASON we grow trials of new varieties of Winter Peas from all responsible growers, along with all the standard kind. This gives us that first hand information of their actual value under greenhouse conditions. Practically all new varieties originate in the seed fields of California where conditions are very different, indeed, from our greenhouses. This explains the costly mistakes that are frequently made in releasing them.

We realize the responsibility of our annual custom of listing and recommending the 12 best varieties. Also we realize that growing conditions and demands vary. However, we feel sure that these varieties will, at least, be found excellent everywhere. Such a list necessarily includes standard varieties as well as new ones. After very careful comparisons, this list is our answer to the frequent question, "What are today's best varieties?"

Ball Rose Improved. Rich even deep rose pink. Easily leads in this color class. Of extra strong growth and free flowering habit. Any market accepts it as a first class standard market color. We supply two distinct selections of this variety. The darker shade known as "C" is supplied on early orders for mid-winter flowering. Selection "U" is a shade lighter for mid-winter but superior for late winter or spring flowering. Selection "U" is supplied on all orders received after September 1. These selections will be supplied as stated unless otherwise ordered. $\frac{1}{2}$ oz., 25c; 1 oz., 40c; 4 oz., \$1.50; 1 lb., \$5.00.

Majestic Rose. Bright fairly deep rose. We find the color superior to any of the ordinary rose pink varieties, but flower stems do not quite measure up to Jeanne Mamitsch. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$4.50.

Josie (new). Extra large, extra long-stemmed rich rose pink. Not so deep as Ball Rose Imp. but longer-stemmed. Belongs in the Majestic Rose color class which variety it greatly improves. Ready Sept. 1. $\frac{1}{2}$ oz. 75c; 1 oz. \$1.25; 4 oz. \$4.00; 1 lb. \$15.00.

Harmony. We find this continues to be the best standard lavender. The slight rose shading leaves it more attractive than a clear lavender. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$3.50.

Ball's Blue. Bright mid-blue, with an extra free flowering habit. Not quite so long-stemmed as Mrs. Hoover, neither does it grow so tall but we find it much freer flowering. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$4.00.

Mrs. Hoover. Long-stemmed and large flowered fairly dark blue. Must have plenty head room if planted early. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$3.50.

Hope. Careful comparison is necessary to note that this black-seeded white is slightly clearer in color than White Harmony. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$4.50.

Ball Orange. The best clear deep orange, free of cerise shading. Like all varieties in this color class the stems are not long and the growth not tall. All the clear orange colors burn badly under the outdoor sun. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$4.25.

Pride. Extra long-stemmed cerise that should entirely replace Glitters. Any market will accept a limited quantity of this fine color, that is especially bright during the spring months. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$3.75,

American Beauty. Extra large, long-stemmed crimson rose. Most cut flower markets will not want this color in quantity, but some is wanted. Should entirely replace Chevalier. $\frac{1}{2}$ oz., 20c; 1 oz., 35c; 4 oz., \$1.30; 1 lb., \$4.00.

Early Boon. Very rich, even deep salmon pink. Our trial of this clearly proves it the finest in this color class, showing no trace of rose or cerise shading. Early Attraction or Monterey seem faded by comparison. Flowers extra large and well waved. We find this a first class market color, particularly when well colored with plenty sunshine. Delivery late August. $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00; 4 oz., \$3.75; 1 lb., \$15.00.

Triumph. We find this variety the best colored and the strongest grower in its color class, which is lilac mauve, a comparatively new color in the earlies and we find it a very desirable one. Triumph is extra large flowered, long-stemmed, and very strong in growth. No retail or market grower should fail to become acquainted with this variety. Delivery late August. $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00; 4 oz., \$3.75; 1 lb., \$15.00.

Figure on one ounce of Pea seed for thirty feet of row.



"FLOWER SEEDS FOR FLORISTS"

WINTER PEAS (Continued) Standard Varieties

The season's 12 best varieties will be found on the preceding page. Starred (*) varieties are our choice of the best standard cut flower kinds for florists.

- Amethyst.** Rich bright purple.
- Annie Laurie.** Bright shade of rose-pink. Medium size.
- ***Apollo.** Salmon-cerise, long-stemmed. Fine for spring.
- Attraction.** Rich salmon rose, long-stemmed.
- Aurora.** Orange-scarlet striped. Novelty color.
- Ball Rose.** The finest rich deep rose.
- Ball Rose Queen.** Extra long-stemmed rose-pink.
- Blue Bird.** Mrs. Hoover is better.
- Bright Light.** Vivid orange-scarlet.
- Burpee's Orange.** Lighter shade.
- Cattleya.** (new). Attractive rosy-lilac.
- Chevalier.** Dark rose.
- Columbia.** Pink and white bicolor.
- Eldorado.** Light orange.
- Fascination.** Attractive cream-pink.
- Flamingo.** Orange-salmon. Long-stemmed.
- Giant Rose.** Well named, but not long-stemmed.
- Glitters.** Early Pride much better.
- Gorgeous.** Cerise.
- Grenadier.** Poppy-scarlet. Rather heavy shade.
- Harlequin.** Bicolor chocolate. Very attractive novelty.
- ***Heather Bell.** Rosy-lavender, medium size but free.
- Indigo Blue.** Dark shade of clear blue.

All above priced at $\frac{1}{2}$ oz. 20c; 1 oz. 35c; 4 oz. \$1.30; 1 lb. \$3.50.

	$\frac{1}{2}$ oz.	1 oz.	4 oz.	1 lb.
* Eileen. Rich deep pink, large and long-stemmed.....	\$.35	\$.50	\$1.75	\$6.00
Eleanor Blue. Light blue, for spring flowering only.....	.25	.40	1.50	4.80
Forty-niner. Bright orange, medium size.....	.25	.40	1.25	4.40
Fragrance. Orchid-lavender, prefer Harmony.....	.25	.40	1.50	4.80
* Laddie. Extra long-stemmed rose and large.....	.25	.40	1.35	4.40
Lavanda. Clear lavender.....	.35	.50	1.75	6.00
Mrs. Holscher. Very good rose-pink.....	.25	.40	1.25	4.20
Prosperity. Soft glowing rose-cream.....	.35	.50	1.50	5.40
Vogue. Light bluish-lavender.....	.25	.40	1.25	4.00

LATE OR SUMMER FLOWERING PEAS

IN SECTIONS not open to extreme winter temperatures this class of peas should be sown late enough in the fall to prevent germinating. This gives them the earliest possible start in the spring,—an important point. We also use this class to plant with the late greenhouse sowing of earlies. They branch freely at the base, not climbing up until the earlies begin to exhaust themselves, after which they produce heavily, well thru June in our latitude.

- Ambition.** Finest deep lavender.
- Austin Frederick Improved.** Large rosy lavender.
- Avalanche.** Finest white-seeded white.
- Beataill.** Sparkling pink, suffused salmon.
- Blanche Ferry.** Rose and white bicolor.
- Blue Bird.** The finest clear blue.
- Blue Flame.** Deep marine blue with some mauve shading.
- Campfire.** Sunproof deep scarlet.
- Chieftain.** Rich satiny mauve.
- Commander Godsall.** Deep violet-blue.
- Constance Hinton.** Best black-seeded white.
- Crimson King.** Fine sunproof crimson.
- Debutante.** Soft salmon shaded peach-pink.
- Doreen.** Large rich carmine.
- Elfrieda Pearson.** Clear light pink.
- Fluffy Ruffles.** Cream-pink.
- Giant White.** Pure white.
- Gleneagles.** Clear even lavender.
- Hawmark Lavender.** Finest light lavender.

- Hawmark Pink.** Rose-pink shaded salmon.
- Heavenly Blue.** Delphinium-blue.
- Hebe.** The finest large rose-pink.
- Hercules.** Standard deep rose-pink.
- Hero.** Cerise.
- Magnet.** An improved Miss California.
- Mary Pickford.** Fine cream salmon-pink.
- Miss California.** Large salmon-rose.
- Model.** Best black-seeded white.
- Mrs. Cuthbertson.** Pink and white bicolor.
- Olympia.** Deep purple.
- Pinkie.** The finest rose-pink, strong grower.
- Powerscourt.** Finest lilac-lavender.
- Royal Purple.** Large rich purple.
- Royal Scot.** Sunproof orange-scarlet.
- Supreme.** Soft, delicate pink.
- Warrior.** Deep bronze-maroon.
- Welcome.** Deep bright scarlet; sunproof.
- Youth.** Light Picotee pink.

Prices on all above standard varieties: $\frac{1}{2}$ oz. 15c; 1 oz. 20c; 4 oz. 60c; 1 lb. \$1.75.

Ball Florist's Mixture. This is a carefully balanced mixture of colors largely used in cut flower work. 1 oz. 15c; 4 oz. 50c; 1 lb. \$1.65; 5 lb. \$7.50.

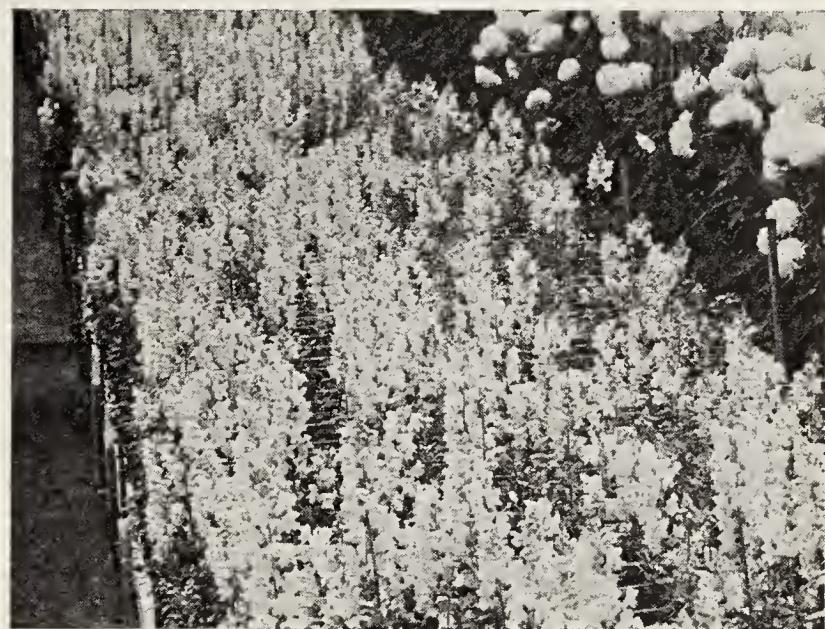
	$\frac{1}{2}$ oz.	1 oz.	4 oz.	1 lb.
Bonnie Briar. (new). Sparkling rose suffused amber.....	\$.20	\$.30	\$1.00	\$3.00
Lady Ruffles. (new). Large ruffled soft pink.....	.20	.30	1.00	3.00
Mastercream. (new). Black-seeded, extra large cream.....	.30	.50	1.50	5.00
Lady Loch. Light salmon pink.....	.20	.30	1.00	3.00
The Clown. Carmine striped on white ground. Especially attractive in bunch effect.	.20	.30	1.00	3.00
Pinnacle. We consider this the season's outstanding new commercial sweet pea for florists. The color is a true, uniform deep rose-pink, deeper than Pinkie. Of medium size, strong grower, and free flowering.				Pkt. 30 seeds 25c.

SNAPDRAGONS

THE LONGER we grow snaps as a greenhouse crop the more we are convinced that the control of moisture, both in the air and at the roots, is of much importance. It's the free, careless use of water, we believe, that is responsible for buds falling during winter, leaving a partly bare flower spike. Also for various forms of rot, most of which we know are controlled by a brisk dry atmosphere. No question about this. Many of these diseases, such as Boytritis, are soil borne, and could be sterilized out with steam, but favorable conditions, both atmospheric and a weakened host plant, must be set up before any of these forms of rot will spread. A mid-winter greenhouse is usually charged with excessive moisture, as you note on entering one if you wear glasses. Some plants are favored under such conditions, but not snaps. So maintain a light atmosphere at all times. To this end watering should not be done during winter without every chance of the air and the plants drying thoroly by dark. And, of course, during winter the soil should not be watered unless fairly dry to the bottom. This attention to moisture control will also prevent the spread of rust, that is easily held in check, at least here in the middle west, until the coming of high spring temperatures and exhausted growth. While moisture control is important in producing a firm disease-resistant growth, controlling soil fertility is yet another factor.

Excessive attention to "feeding" can easily get growth into an over-soft condition that, under much dark weather, will leave it open to any rot it is subject to. We have noted snapdragons in England growing out of the cracks in rock walls, making a sturdy growth too. At least this proves that *Antirrhinums*, as they are referred to in all languages, are not at home in a swamp and that is what some deep ground beds in a greenhouse might become. While we can not produce a profitable growth on a stone wall, we should at least recognize the fact that snaps can be easily over fed and over watered. Unless ground beds are thoroly drained, raised beds produce the safest growth for mid-winter flowering.

For further details on sowing and growing this crop refer to our Ball Red Book. Also, we issue a circular, gratis, covering the subject. A copy of this is gladly enclosed with every snap seed order.



Seeds sown July 5 gave these snapdragon blooms December 12. This was done by Frank Volz, Cincinnati. About Chicago sowing must be made earlier to get these results. Our great variation in climate makes it necessary to make allowances accordingly in accepting sowing dates.

The New Varieties

The number is rather large this year, and the following seem noteworthy and will reflect the skill and patience of the growers who are responsible for them. We have had no experience with any of these varieties. The descriptions are the introducers.

Yellow Cheviot Maid. (Frank Volz.) We believe the Cheviot Maid growth and early flowering habit to be the most nearly ideal of any winter-flowering strain. This new yellow is a break from the pink, with a good strong yellow color.

White Cheviot Maid. (J. S. Yoder & Son). Another Cheviot Maid break and into a color we need. Said to be identical in growth and flowering habit to the parent stock.

Celestial. (New yellow). (Witterstaetter). The originator of Rose Queen, Afterglow, and New Cincinnati has rounded out his strain with this new, fairly deep, long-spiked yellow that we believe will become as valuable as the earlier ones. This strain, from which all Witterstaetter varieties are worked out, is not so early flowering and will stand an earlier start for this reason.

The following 3 new Breitmeyer varieties, released this season are of a large flowered, heavy spiky strain. We have frequently examined the originator's growing stock and have found it clean and all 3 varieties attractive.

Daybreak. Briarcliffe rose pink. Vigorous growth with heavy flower spikes.

Sunset. A heavy spiky golden bronze. Exceptionally large flowered.

Captor. Pure white, long-stemmed and flowers thruout the winter.

Any of the above originator's packets, \$2.00 each. Any 3 packets of the 6 varieties, \$5.00. Order promptly of the above to avoid short seed crop disappointment.

Nearly every new Snap makes some improvement. All are from greenhouse growers.

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"FLOWER SEEDS FOR FLORISTS"

SNAPDRAGONS (Continued)

STANDARD FORCING VARIETIES

*Stars indicate the choicest forcing varieties according to our experience and demand for them.

	Tr. Pkt.	3 Pkts.	5 Pkts.
*Afterglow. Finest golden orange.....	\$1.00	\$2.50	\$3.50
Allman's Pink. Silvery rose-pink.....	1.00	2.50	3.50
*Bertha Baur. The only early lavender.....	2.00	5.00	...
*Ceylon Court. Standard earliest yellow.....	1.00	2.50	3.50
Ceylon Court Dark. A selection for a deeper golden yellow color and more even growth.....	1.00	2.50	3.50
Cheviot Maid. Original strain.....	1.00	2.00	3.00
Cheviot Maid. Yoder strain. Light shade.....	1.00	2.50	3.50
*Cheviot Maid Supreme. Best fairly deep rose: THE standard pink.....	1.00	2.50	3.50
*Coates' Yellow Perfection. Finest deep yellow; fine color.....	1.00	2.50	3.50
Geneva Pink. Rich clear pink.....	.50	1.25	2.00
Golden Pink Queen. As named.....	1.00	2.50	3.50
Helen. Salmon-rose.....	1.00	2.50	3.50
Jennie Schneider. Light rose; not extra early.....	1.00	2.00	3.00
Judd's Light Pink. Light rose-pink.....	1.00	2.00	3.00
Kirkwood Beauty. Bronze orange.....	1.50	4.00	6.50
Laura. Deep rose.....	1.00	2.50	3.50
Lucky Strike. White. Plant early for winter flowering.....	1.00	2.50	3.50
*New Cincinnati. The finest light rose; large and very choice.....	1.00	2.50	3.50
New Deal. Very early, fragrant, rich golden bronze. Not tried by us, should be valuable because of earliness.....	1.50	4.00	6.50
Philadelphia Pink. Standard pink.....	1.00	2.50	3.50
Radiance. Valuable large flowered pink.....	1.00	2.50	3.50
Roman Gold. Bright coppery yellow.....	1.00	2.50	3.50
*Rose Queen. Finest deep rose-pink. Very fine.....	1.00	2.50	3.50
*Sun Tan. Orange-tan; extra early. Choice for winter.....	1.00	2.50	3.50
*Terry's Surprise Imp. Rich rose shaded orange. Very choice	2.00	5.00	...
*Velvet Beauty. American Beauty red — early flowering.....	1.00	2.50	3.50
White Prosperity. Long-stemmed clear white.....	2.00	5.00	...
White Rock. Standard white, tall.....	.50	1.25	2.00
Winter Helen. Improved Helen.....	1.00	2.50	3.50
Winter King. Free-flowering pink, not extra early; continuous flowering.....	1.00	2.50	3.50
Ball Forcing Mixture. Our special winter-flowering mixture. Contains fully half the best pinks with balance in yellow, white, and orange. We suggest this where a limited amount of all colors are wanted.....	.75	2.00	3.00

Write us for quantity quotations on any of the above.

STANDARD VARIETIES FOR OUTDOOR PLANTING

(Not early or winter flowering)

HALF-DWARF VARIETIES

	Tr. Pkt.	$\frac{1}{4}$ oz.
Climax. Bronze-orange.....	\$.25	.50
Fawn. Terra cotta.....	.25	.50
Flame. Fiery bright scarlet.....	.25	.50
Gloria. A good pink.....	.25	.50
Purity. Pure white.....	.25	.40
Ruddy Glow. Light orange.....	$\frac{1}{8}$ oz., .75c	.25
Mixture.....	.25	.40

HALF-TALL VARIETIES

	Tr. Pkt.	$\frac{1}{4}$ oz.
Empress. Velvety crimson.....	\$.25	.40
Golden Queen. Deep yellow.....	.25	.40
Harmony. Rose with yellow center.....	.25	.35
His Excellency. Brilliant orange-scarlet25	.75
Orchid. Lavender-mauve.....	.25	.50
Mixture.....	.25	.40

TOM THUMB VARIETIES

Very dwarf, 6 in., and nice for pots or bedding, but they do not hold out well under our middle west summers.

	Tr. Pkt.	
Alba. White.....	\$.35	
Brilliant. Crimson.....	.35	
Delicate Pink.....	.35	
Mixed.....	.25	

MAJESTIC VARIETIES

	Tr. Pkt.	$\frac{1}{4}$ oz.
Golden Dawn. Glorified Afterglow.....	$\frac{1}{8}$ oz., .75c	.50
Orange King. Bright orange.....	$\frac{1}{8}$ oz., .75c	.50
Twilight. Golden tan-yellow.....	$\frac{1}{8}$ oz., .75c	.50
Rose Beauty. (new). Rich rose pink.....	.50	
Mixture.....	.25	.50

NEW ANTIRRHINUM **"ENGARDE"

Majus Grandiflora. Coral pink and amber, yellow lip.
Tr. Pkt., 50c; $\frac{1}{8}$ oz., \$1.00.

MAXIMUM VARIETIES

	Tr. Pkt.	$\frac{1}{4}$ oz.
Appleblossom. Delicate pink, white throat.....	\$.25	.60
Canary Bird. Light yellow.....	.25	.60
Cattleya. Mauve pink.....	.25	.60
Copper King. Heavy copper red.....	.25	.60
Ruby. Rich heavy red.....	.25	.60
Snowflake. White.....	.25	.60
The Rose. Clear rose.....	.25	.60
Mixture.....	.25	.50

RUST RESISTANT STRAINS have been developed in California that are highly resistant under conditions that greatly favor the spread of rust. This is an established fact, and it will be of interest and value, particularly for outdoor growers of this crop. We have had no experience with these strains under greenhouse conditions, and for this reason we can say nothing of their early flowering habit. Following are the best available varieties of rust resistant strains:

Shasta. Described as an early-flowering pure white with a Ceylon Court habit.

Florist Pearl. Described as a rust-proof White Rock except that the flowers are larger.

Maximum Crimson. Habit same as the late maximums. Strong fiery crimson.

Prices on each of the above: Tr. Pkt. 75c; $\frac{1}{8}$ oz. \$1.25.

University of California Mixture. Described as a mixture of popular colors. Tr. Pkt. 50c; $\frac{1}{16}$ oz. \$1.25.

FINE PANSIES

WE PERSONALLY and regularly inspect the pansy seed growers of Europe and America. This is done in the interest of the finest strains for florists. Of equal value to us, and to the strains we sell, is the flowering trials we annually carry out in our greenhouses. This, of course, enables us clearly to determine values. The result of these trials and the responsibility of the growers behind them determines our source of supply, regardless of what part of the world it must come from. You will find the growing of pansies treated in our Ball Red Book.

Ball Giant Mixture. This is a long-stemmed mixture of fancy original colors. Of vigorous and fairly dwarf growth. Flowers are particularly rich in coloring and substance. An ideal strain for use either as plants for spring sales or for cutting. We spare no cost in making our **Ball Giant Mixture** a fine all-purpose strain, and we believe it is not generally equalled, especially considering the price we ask for it.

Tr. Pkt. 40c; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{2}$ oz. \$3.00; 1 oz. \$5.00; 4 oz. \$18.00.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
Ball Giant Mixture — Dwarf. Very similar to our regular Giant Mixture but of distinctly more compact growth.....	4 oz. \$30.00	\$5.50	\$3.00	\$5.00
Maple Leaf Giants. The largest flowering strain of pansies. Long-stemmed and of heavy growth. Because of its strong growth it is found by some growers to hold out particularly well for outdoor growing. A first class cut flower variety, tho the colors lack the original markings found in our Ball Giant Mixture. 4 oz. \$25.00	.50	2.25	4.00	7.00
Super Maple Leaf Giants. A selection for extra strong growth and the largest flowers. We suggest this strain for cut flower or exhibition growers.....	.75	3.00	5.50	10.00
Engelmann's Special. An especially choice strain for bedding purposes because of its compact growth. Practically 100% of the flowers are 5-blotted, and it is largely made up of reddish shades.....	.50	2.50	4.50	8.00
Engelmann's Giants. An extra large flowering strain and fairly compact in growth. The color range will be found somewhat more varied than the Maple Leaf Giants and nearly equal to them in size.....	.50	2.50	4.50	8.00
Improved Swiss Giants. A choice well-known strain with plenty bright original colors. Excellent for size, stem, and free flowering habit.....	4 oz. \$20.00	.50	1.50	2.75
Super Swiss Giants. A selection for richer coloring and size.....	.50	2.00	3.75	7.00
Roggli Giant Mixture. A high class strain of large fancy original coloring. 4 oz. \$15.00	.50	1.50	2.50	4.50
Steele's Masterpiece. A fine American produced all-purpose strain. All our stock of this comes direct from Mr. Steele.....	.75	2.50	4.75	9.00
Steele's Jumbo Mixture. Of very strong heavy growth, long-stemmed, and extra large flowers. We believe this is Mr. Steele's finest strain, and all our seed supply comes direct from him.....	.75	3.25	6.25	12.00

SWISS GIANTS IN SEPARATE COLORS

Swiss Alpenglow. Rich garnet red.....	\$5.00	\$1.75	\$3.25	\$6.00
Swiss Rhinegold. Canary yellow with brown blotches.....	.50	1.75	3.25	6.00
Swiss Blue, or Lake of Thun. Rich deep blue with dark blue blotches.....	.50	1.50	2.75	5.00
Swiss Pure White (Mont Blanc). Clear white with some pencilling.....	$\frac{1}{8}$ oz. \$3.00	1.00		

NAMED BEDDING VARIETIES

Golden Queen. Nearly 100% clear yellow.....	\$25	\$.50		\$1.60
Lord Beaconsfield. The standard blue for bedding.....	.25	.45		1.50
Snow Queen. Clear white.....	.25	.40		1.50

VIOLA CORNUTA

Violets, or miniature pansies, are as easily grown as pansies and flower earlier. Because of their very free-flowering habit Violas are particularly choice for bedding purposes. Nearly all varieties will come fully 95% true from seed.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Apricot. Light orange-yellow. Extra large flowered, very attractive. $\frac{1}{8}$ oz. 65c	\$50	\$1.25	\$4.75
Black Prince. Midnight blue, fairly true.....	.25	.50	1.75
G. Wermig. Rich violet-blue, between Jersey Gem and Mauve Queen. $\frac{1}{8}$ oz. \$.85	.50	1.60	6.00
Puck. Purple standard yellow wings with dark pencilings, dwarf compact growth. Very fine.....	$\frac{1}{8}$ oz. 50c	.35	2.00
Jersey Gem. Deep cattleya. Varies some.....	$\frac{1}{16}$ oz. \$1.25	.75	3.75
Mauve Queen. Light cattleya. Very true.....	.35	.50	1.75
Papilio. Blue and white. Extra dwarf and free flowering35	.50	1.50
White Perfection. Rather small flowered. Yellow center.....	.35	.50	1.75
W. H. Woodgate. Bright violet, varies considerably in color and habit. $\frac{1}{8}$ oz. \$1.50	.50		
Lutea Splendens. Golden yellow. Good.....	.25	.50	1.50
Large-Flowering Mixture.35	.50	1.75
Small-Flowering Mixture.25		1.25



"FLOWER SEEDS FOR FLORISTS"

ANNUAL LARKSPUR

AMOST widely used half-hardy annual for cutting both for the greenhouse and outdoors. After the seed is germinated, its culture is simple, tho in common with most crops, Larkspur respond to a well enriched deep soil. Moderate temperature and a moist soil are necessary to the germination of the seed. It rarely germinates when hot. Last May we made an outdoor sowing without getting a trace of germination. On September 20, I happened to look over this same sowing and found it coming thru 100%, and it, of course, was '33 crop seed. When the new crop seed comes in, usually late in August, we unfailingly destroy all carried over stock. A January sowing grown in a 50° house gets in around May 1 and is in fine shape thru that month. For outdoors, a fall sowing gets in earliest; but one made as early in the spring as possible is more certain to make a stand. For a succession, sow every two weeks until May 1 — for our latitude.

The Base Branching class, also known as the Imperial or Spiral, improves the original Stock-flowered in being somewhat longer stemmed. The Hyacinth-flowered type produces but one long non-branching flower spike. They do well on a raised or shallow bed where the growth can be hardened some, but on a deep ground bed, especially if grown cold, they produce hollow stems that break easily in handling.

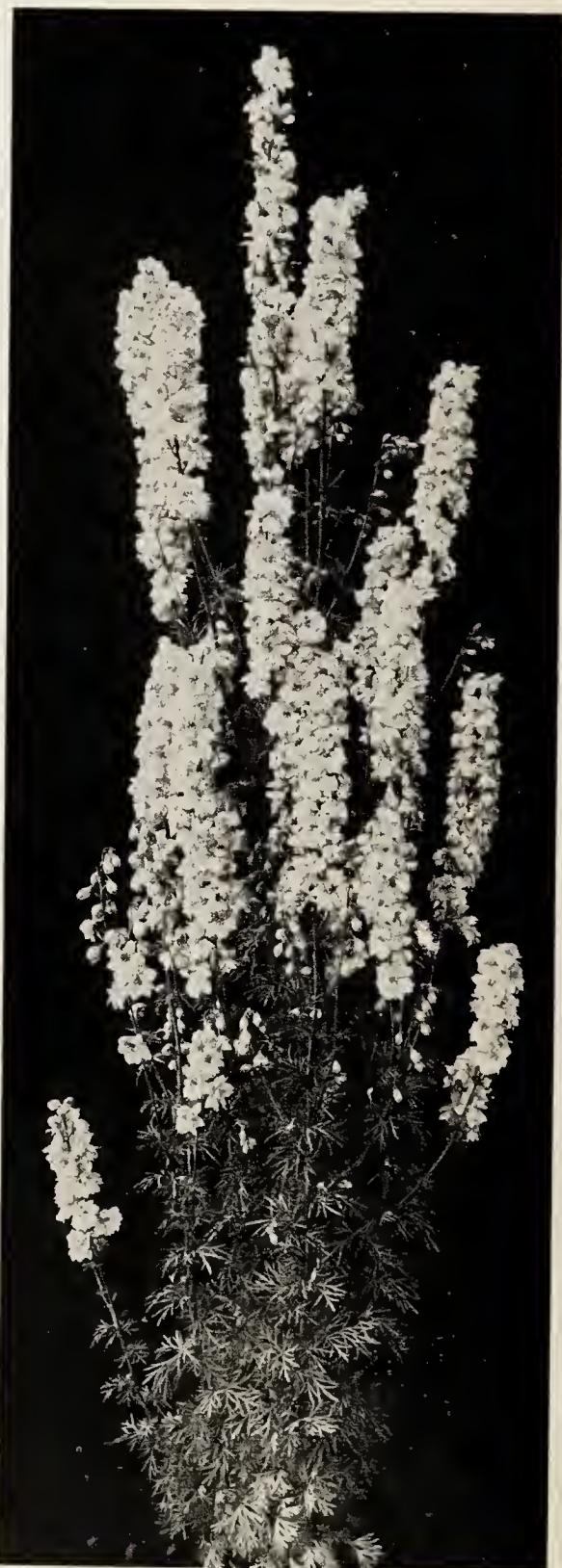
Our greenhouse crops of Larkspur keep us in direct touch with the value of varieties and market colors. If you are not familiar with them, our suggestions for the best colors thru stars (*) should be of interest.

BASE BRANCHING OR IMPERIAL VARIETIES

	Tr. Pkt.	1 oz.	1 lb.
*Blue Bell. Fairly deep blue; excellent25	\$1.00	\$10.00
Blue Spire. Very deep violet blue25	1.00	10.00
Carmine King. Carmine-rose.....	.25	1.00	10.00
*Daintiness. Light lavender blue... .	.25	1.00	10.00
Exquisite Pink Improved. Rich soft pink.....	.25	1.00	10.00
*Gloria. Deep rose-pink; excellent.. .	.25	1.00	10.00
Los Angeles Improved. Salmon-rose. .	.25	1.25	10.00
*Lilac Queen. (new). Rich lilac-lavender.....	.25	1.25	10.00
*Miss California. Pink shaded salmon. .	.25	1.00	10.00
The Empress. Salmon-pink.....	.25	1.00	10.00
White Spire. The best white.....	.25	1.00	10.00
Mixed.....	.20	1.00	10.00

STOCK-FLOWERED VARIETIES

*Dark Blue. A rather heavy color....	.20	.50	5.50
Empress Rose. An excellent pink....	.20	.50	5.50
La France. Salmon-pink.....	.20	.50	5.50
Los Angeles. Rosy salmon-pink....	.20	.75	8.00
Lilac. A good color.....	.20	.50	5.50
*Rosamond. (new). Fine fairly deep rose.....	.25	1.00	10.00
Rosy Scarlet. Not much of this....	.20	.50	5.50
Sky Blue. Good light blue.....	.20	.50	5.50
White. Prefer White Spire.....	.20	.50	5.50
Mixed.....	.15	.30	3.50



Stock-flowered type of Larkspur Rosamond, the finest deep rose pink.

GIANT HYACINTH—FLOWERED

*Pink, *Purple, White, Dark Blue, Lilac, Mixed. Each.....

DWARF EMPEROR TYPE

Grows about 2 ft. and is used effectively for bedding.

Enchantress. Soft salmon-pink; choice for pots or bedding35	1.50
Pink Delight. Rich rose-pink, same shade as Exquisite Pink.....	.25	.75
Ageratum Blue. Well named and a pleasing color for any purpose.....	.25	.75

EXCELLENT CINERARIAS



Take your choice. They picture 3 popular strains. Left to right: Multiflora Nana, Cremer's and Berlin Market (Weissensee strain). Cremer's is most popular, but the new Berlin Market gives it a close second and should be tried out.

Easily and economically grown and highly attractive are points that make Cinerarias necessary to every retail grower. No trick at all to growing them, but good clean plants call for spacing and careful watering. An occasional top dressing of a balanced fertilizer keeps the foliage hard and adds brilliance to the flower colors. In full growth they call for lots of water. On the other hand, if overwatered, especially during dark weather, the roots easily decay, resulting in the plants wilting when hit by strong sun. For Christmas flowering sow July 1, not later; and a late September sowing will make nice 4-5 in. pot plants for Easter, and Mother's Day if weather is average.

	Tr. Pkt.	$\frac{1}{6}$ oz.	$\frac{1}{3}$ oz.
Cremer's Prize Mixture. Medium to small flowers freely produced in extra large heads and a good line of colors. Semi-dwarf habit and small foliage are the distinguishing points in this deservedly popular strain.....	$\frac{1}{6}$ oz.	\$7.50	\$1.50
			\$4.00

BERLIN MARKET (Weissensee Strain) — Light centers with uniformly compact habit makes this an excellent market strain. Among all the cineraria trials we carried out the past season, this strain of Berlin Market was outstanding. Tr. Pkt. \$1.00; $\frac{1}{6}$ oz. \$1.60; $\frac{1}{3}$ oz. \$2.75.

	Tr. Pkt.	$\frac{1}{6}$ oz.	$\frac{1}{3}$ oz.
Berlin Market , separate colors. We offer strains of Dark Crimson and Dark Blue that come about 90% true to these attractive colors. Each.....	1.00	1.80	
Eriksson's Private Stock. A strain developed especially for market use by one of the large Cineraria growers for the Chicago market.....	1.50		
Multiflora Nana Mixed. Of distinctly dwarf compact growth that quite covers itself with small flowers in a fine range of colors. A valuable market type.....	1.00		2.00
Multiflora Nana , separate colors. We offer strains of Dark Crimson and Dark Blue in this class that come quite true to color. Each	1.00	1.75	
Hybrida Gigantea. Large flowered, dark red with white eye. Fairly dwarf.....	.75	2.00	
Giant Exhibition Mixed. The largest flowering strain; strong medium tall growth with an excellent range of colors.....	1.00	2.00	
Hybrida Grandiflora Mixed. An attractive semi-dwarf large flowered strain. Bright colors.	.50	1.25	2.00
Hybrida Grandiflora , separate colors. We find the following colors in this class come about 90% true: Azure Blue ; Kermesina and Matador , a coppery red. Each.....	.75		
Stellata or Star Mixture. Under favorable conditions grows about 3 ft. Small flowered, valuable for cutting and pot plants.....	$\frac{1}{32}$ oz.	75c	.50
Plenissima Double Mixed. Finely rounded full double flowers, 1½ in. diameter.....			.75
Feltham Beauty. Stellata type of flower, but not so tall. Mixture.....			.50
			1.00

The "Weissensee" strain of Berlin Market Cinerarias is an attractive one.

PRIMULAS

OBCONICA GRANDIFLORA. A July sowing of Obconicas will produce late spring flowering small plants.

Mohnstein's Atrosanguinea. Dark red.

Mueller's Rosea. The lighter shade.

Our seed of these valuable standard varieties comes to us direct from the originator in sealed glass containers of $\frac{1}{2}$ oz. each. This protects and insures its germination. **Price:** $\frac{1}{2}$ oz. unbroken container, \$6.00. When smaller quantities are called for we break these containers and ship from them as follows: Tr. Pkt. \$1.25; $\frac{1}{4}$ oz. \$3.50.

We also offer the following strains of Obconica Primulas not in glass containers, the germination of which we keep carefully and regularly checked.

	Tr. Pkt.	$\frac{1}{4}$ oz.
Mohenstein's Dark Red	\$1.00	\$2.00
Mueller's Berlin Rose	1.00	1.75
Fasbender's Red . Deep crimson red.....	1.00	1.75
Coerulea . Clear blue.....	.75	
Salmon Queen . Attractive color.....	.75	
Alba White . Large pure white.....	.50	1.50
Mixture	$\frac{1}{2}$ oz. \$1.25	.50

MALACOIDES. Fine winter flowering plants of this type are produced from July sowing, for they grow rapidly, especially with cooler weather.

ERIKSSONII STRAINS.

Baby Alba	Baby Rose	New Baby	Wonder Baby
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Prices on each of the above four varieties: Tr. Pkt. \$1.00; 6 pkts. \$5.00.

Mixture. A mixture of the above varieties. Tr. Pkt. 75c.

Brilliancy. (new). Extra deep bright crimson. Tr. Pkt. 500 seeds \$1.00.

	Tr. Pkt.	$\frac{1}{4}$ oz.
Grandiflora Rosea. Fairly large flowered deep rose.....	\$.75	\$1.50
Rosea Superba. Clear rose pink.....	$\frac{1}{16}$ oz. \$1.00	.50
Salmon Pink (Weihenstephan). Bright salmon pink. A choice pot plant color.....	.50	1.00

SINENSIS — CHINESE.

We note a revival of interest in this easily grown class. This is probably due to some choice little known color available as well as to the large fringed flowers of the following. These varieties were selected from a large number we tried out the past season. Germination of this seed is slow and irregular and must not be kept very wet. Nice 3 in. stock can be produced from an early July sowing. Early flowering 5 in. pot plants are produced from March-April sowing.

Coerulea. Excellent light blue.

Defiance. Deep red with dark center.

Duchess. White with rose center. Very effective.

Gigantea Alba. Extra large white.

Kermesina. Semi-double crimson.

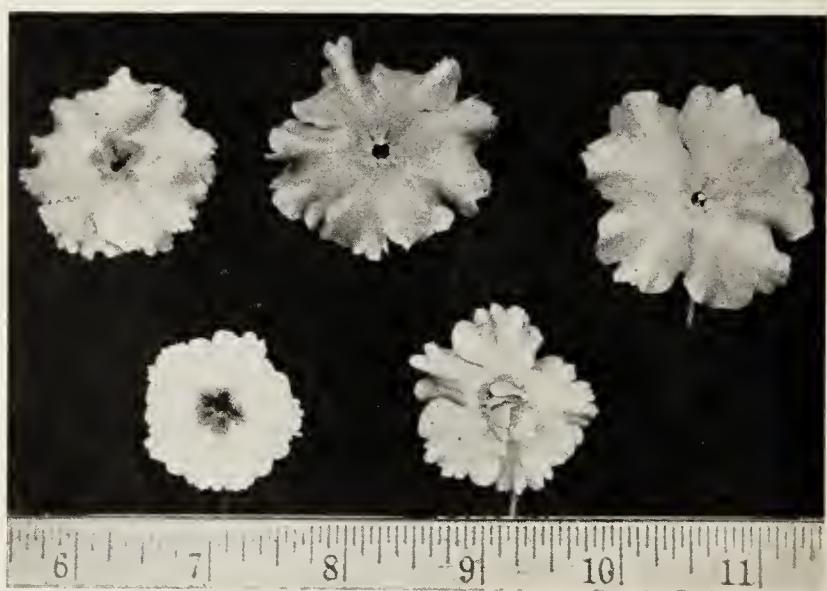
Nobilis Laelia. Bright rosycarmine.

Nobilis Lucretia. Amaranthpurple.

Sedina. Carmine rose.

Mixture of all the above.

Tr. Pkt. of 250 seeds, any the above, 50c.



FRINGED CHINESE PRIMULA

Upper row left to right: Coerulea; an excellent mid-blue; Nobilis Lucretia, rich amaranth purple; Nobilis Laelia, bright rosy carmine. Bottom row left to right: Duchess, white with an effective rose center; Kermesina, semi-double crimson. The deep scarlet red Defiance didn't show up because of black background. The above varieties we find the choicest out of a lot of 25 varieties tested this season.

BINNEWIES' STRAIN CYCLAMEN

AFTER a personal inspection of German cyclamen seed growing establishments and their strains, we are firmly convinced that the Binnewies' strains well deserve the wide popularity they enjoy everywhere. In carrying out our policy of supplying only the best in all lines, we supply Binnewies' cyclamen seed exclusively, all our seed coming direct from them in their containers. We much regret that our depreciated money has made an increase in price necessary on European cyclamen seed.

		Per 100	Per 1000	Per 5000
No. 1	Dark Blood Red.....	\$1.15	\$10.00	\$46.00
No. 2	Bright Red.....	1.20	10.00	46.00
No. 3	Pure Rose.....	1.15	10.00	46.00
No. 4	Soft Rose, carmine eye (Improved Rose of Marienthal).....	1.15	10.00	46.00
No. 5	White with carmine eye.....	1.15	10.00	46.00
No. 6	Pure White.....	1.15	10.00	46.00
No. 7	Bonfire, brilliant salmon.....	1.70	15.00	69.00
No. 8	Salmon Scarlet, America Improved.....	2.00	16.00	73.00
No. 9	New Salmon Rose Improved.....	1.60	13.00	60.00
No. 10	Glory of Wandsbek or Perle of Zehlendorf, dark salmon.....	1.50	12.00	55.00
No. 11	Rose of Zehlendorf, light salmon.....	1.50	12.00	55.00
No. 12	Orange Beauty, orange-vermilion.....	1.80	17.00	78.00
No. 14	Morning Red.....	1.60	13.00	60.00
No. 15	Saffron Red.....	1.40	11.00	50.00
No. 16	Saffron Red, silver edged.....	1.75	16.00	75.00
No. 17	Striata, Mixed varieties.....	1.50	12.00	55.00
No. 18	Mozart, deep pink.....	1.85	17.00	78.00
No. 19	Lavender Color.....	1.15	10.00	46.00
No. 20	New Ruffled in colors. Especially attractive class, fringed petals.....	2.00	18.50	86.00
No. 21	Pink Pearl, salmon-pink (new).....	1.80	17.00	78.00
	Cristata, pure white feathered.....	1.60	13.00	60.00
	Mixed of the above.....	1.10	10.00	46.00

Note: The above prices are net 60 days.

VOGT'S DOUBLE CYCLAMEN

We have received varied reports on the value of this double flowering strain; some of them highly favorable. We feel very certain that future development of cyclamen will be along the lines Mr. Vogt is working on. Mr. Vogt describes his strain as "80% well doubled or duplexed, 10-12 petaled and just as easily grown as the ordinary kind", and as you will note the difference in price between this and the ordinary kind is negligible.



We know from observation that when two equally well flowered plants are put up for the judgment of the average buyer, the double flowered strain will usually be favored.

	Per 100	Per 250	Per 500	Per 1000
Cerise Brilliant. (new). Rich cerise red.....	\$3.00	\$7.25	\$13.00	\$25.00
Prosperity. Flaming rich rose.....	3.00	7.25	13.00	25.00
Admiration. Salmon-rose with shaded eye.....	3.00	7.25	13.00	25.00
Rosea. Soft rose shading with light at tip of petals.....	3.00	7.25	13.00	25.00
Mixture of above four colors.....	3.00	7.25	13.00	25.00

Note: The above prices are net 60 days.

CALCEOLARIAS

GERMINATING this fine seed calls for close attention. It should not be covered. Prepare a mixture of screened peat moss, sand, and light soil. Level it perfectly in a flat and thoroly saturate with hot water. When fairly dry and smoothed over, spread the seed thin. Moistening with a fine spray will partly bury the seed, after which it should be protected closely from air currents, in a heavily shaded house, covering with a piece of glass, slightly tilted on one end is all right. Watch closely for uniform moisture without getting it too wet. When large enough, transplant $2\frac{1}{2}$ in. apart into flats, using a some heavier soil mixture as they increase in size. They must not be exposed to sunshine, especially towards spring, and uniform soil moisture is important at all times. Greenfly must be held down by regularly fumigating. Remember that calceolarias are very much a cool temperature plant. Earliest sowing should be made in July. An October 1 sowing makes nice 4 in. pot plants for Mother's Day.



GOLDEN TIGER (New)
A new light colored strain of the Dwarf Multiflora Nana class.

Indian Prince. Rich dark scarlet. Another selection from Multiflora Nana with same habit.

Indian Prince was introduced by us last season. It adds a brilliant self color to the Multiflora Nana group that normally makes a height of 10-12 in. Tr. Pkt. \$1.00.

	Tr. Pkt.	$\frac{1}{4}$ oz
Hybrida Multiflora Nana. Of dwarf compact growth with medium size, brightly colored flowers in mixture of colors. One of our most popular strains. $\frac{1}{2}$ pkt. 50c	\$1.00	\$4.50
Golden Tiger. Golden yellow richly spotted brownish red. This is a selection from Multiflora Nana and has the same compact habit and size of flowers.....	1.00	
Hybrida Grandiflora Mixed. A very choice mixture of many and varied colorings. Large flowered vigorous growth — about 16 in. Our strain of this is produced by a most experienced European grower.....	1.00	2.00
Albert Kent Hybrids. A well known mixture of many and varied colors. We supply originator's seed.....	1.00	3.25
Albert Kent. Large golden yellow flowers each with a large maroon blotch.....	1.00	2.50
Kelway's Perfect Model. A well known, fancy, large flowered mixture. We supply originator's seed.....	1.00	2.25
Hybrida Grandiflora Tigrina. Large flowered, highly attractive tigereed or spotted mixture.....	1.00	2.50
Cloth of Gold. Medium large flowered, rich, pure golden yellow.....	1.00	3.25
Rugosa Major. (Perennial Hybrids). Fine mixture of this small-flowered class that has value for bedding but only in sheltered locations and where summers are moderate.	1.00	

BEGONIA

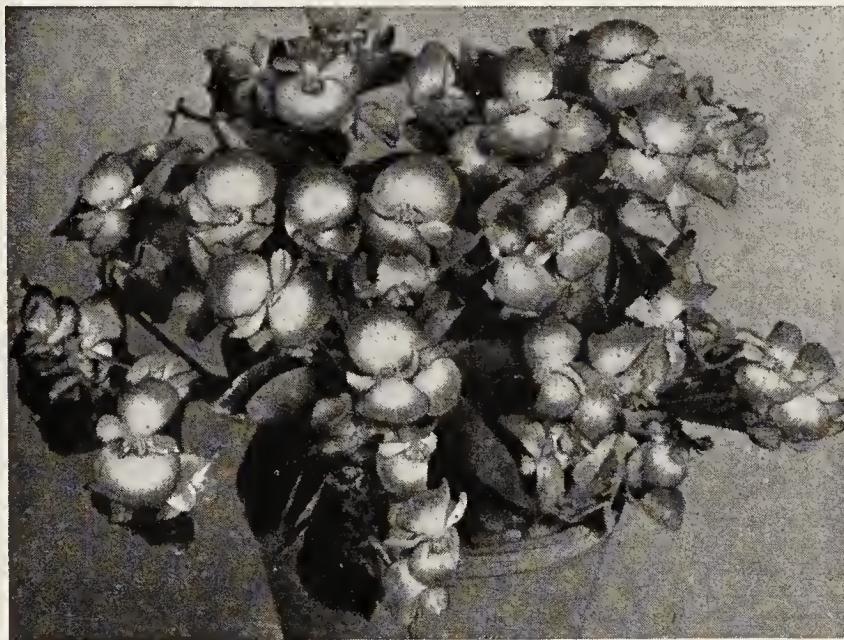
WITH THE introduction of several outstandingly fine new varieties such as listed below, the small-flowered semperflorens or bedding type of Begonia is coming into increased demand. Germination is one of the biggest obstacles to be overcome in raising these plants from seed. The seed should not be covered at all and special care should be exercised in keeping the surface of the seed flat of a uniform moisture content all the time — at no time must it be allowed to dry out and "cake," or stay excessively wet for any length of time. A sowing made anytime during the summer will furnish nice pot stock thruout the winter months and successive sowings during the fall and early winter will help to supply something nice in pot plants for spring and summer sales. The culture and varieties of Begonias — both the fibrous-rooted and tuberous-rooted, are treated at some length in the new "Ball Red Book" just off the press.

FIBROUS ROOTED, bedding or pot plant varieties.

Fire Sea or Blaze of Fire. Extra dwarf compact habit. Large fiery red flowers with green foliage. Good. Tr. Pkt. \$1.00; $\frac{1}{64}$ oz. \$1.75.

"Darling." (new). According to our trial of it, this is one of the choicest semperflorens begonias that has come from Germany for a long time. Of compact growth, 8-10 in., with large light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas.

Tr. Pkt. \$1.25.



Begonia Elegant — very well named.

	Tr. Pkt.	$\frac{1}{32}$ oz.
Elegant. (new). White attractively edged crimson, clear green foliage that contrasts well with the flowers.....	\$1.00	
Indian Maid. Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination.....	1.25	
Albert Martin. Bright carmine, extra large flowered.....	.50	\$1.00
Carmen. Bright pink flowers with richly contrasting bronze foliage.....	$\frac{1}{64}$ oz. \$1.75	1.00
Christmas Cheer. Extra large-flowered crimson-scarlet.....	$\frac{1}{64}$ oz. 1.50	1.00
Glory of Erfurt. Large bright carmine.....	.50	2.25
Gustav Knaake. Glowing salmon-pink, resembles Melior.....	1.00	1.75
Lightning. Extra large flowers measuring 2 in. across and of deep carmine-scarlet shade — an extra deep bright shade in Begonias.....	$\frac{1}{2}$ Tr. Pkt. 60c	1.00
Luminosa. Deep scarlet with reddish brown foliage.....	1.00	1.75
Mignon. Brilliant salmon-scarlet, semi-dwarf.....	.50	1.75
Prima Donna. Limpid rose shading to carmine. Very excellent variety.....	1.00	3.00
Radio. Extra large carmine-scarlet, green foliage. Excellent.....	1.00	3.00
Scarlet Queen. Large flowered glowing scarlet, dark bronze-green foliage.....	.50	1.50
White Pearl. Best white, light green foliage.....	.50	1.75
Vernon. Deep blood-red and dark leaved.....	$\frac{1}{16}$ oz. 50c	.25
Semperflorens Mixture	$\frac{1}{8}$ oz. 75c	.25

TUBEROUS ROOTED.

Lloydii. Easily grown from seed and enjoys a fairly warm temperature. Ideal for hanging baskets because of its pendulous habit. Nice 4 in. pot plants can be flowered late June from a January sowing. **Red Shades, or Mixed.** Each..... Tr. Pkt. \$1.00; $\frac{1}{64}$ oz. \$4.00.

Narcissus-flowered Mixed. Comes 80% true to a large semi-double Narcissus-like flower, and contains yellows, pinks and salmon-reds..... Tr. Pkt. \$1.00.



"FLOWER SEEDS FOR FLORISTS"

BALL RESISTANT ASTER LIST

WE HAVE NOT only pioneered interest in rot resistant asters but are actively working on the development of these strains in all varieties. In the following list the degree of resistance will run from 75% to practically 100% in our diseased soil. We occasionally get complaints to the contrary. When this happens, it is perfectly clear to us that the cause will be found in disease or rust other than the widespread stem rot they are bred to resist. Even in soil not infected with stem rot, we feel sure these strains will be found more vigorous and safer than the ordinary ones.

THE BEST COLORS. Good white asters usually enjoy the most active demand in any market. In the order of their value as we find them, we suggest using the colors as follows: **White, Rose-pink, Peach Blossom-pink, Azure Blue or Lavender, Deep Rose, Orchid, Shell Pink, Purple, Crimson.** The varieties starred (*) rank especially high with us from the standpoint of resistance, color, or both.

FOUR EXCELLENT "BALL" ASTERS.

*Ball White — Late. A typical American Branching type, fine stems and size.

*Ball Deep Rose. Bright shade of deep rose, attractively incurved.

*Ball Deep Purple. As will be noted, this comes in with our Ball Deep Rose.

*Ball Early Phlox Pink. Flowers about a week earlier than our original strain.

AMERICAN BRANCHING.

*Ball White Early. A resistant selection of our original Ball White. Sold out; new seed early November. White. We have an excellent resistant strain.

*Azure Blue. Clear mid-blue. Very attractive commercial color.

Blackish Blue. Quite dark; useful in limited quantities.

*Improved Semple Pink. A long-stemmed and vigorous growth selection from Mary Semple.

AMERICAN COMETS.

This term fittingly applies to the Crego, Ostrich Feather, or Astermums.

*Crego Azure Blue. Attractive light blue, medium size, excellent color.

Crego Orchid. This is a very rich subdued rosy lavender — a true "Orchid" shade and original in asters.

Crego Peachblossom. Attractive light lavender-pink — Phlox Pink color.

*Ostrich Feather Peach Blossom. An attractive, fairly deep rose pink. Excellent for market.

Crego Shell Pink. Very fine bright shade.

Crego Deep Rose. Rich deep rose. Do not confuse this with Rose Pink.

*Crego Blue Flame. A rich fairly deep blue with extra large, fully double flowers on good stiff stems.

Comet Blush Pink. Color as named. Valuable for earliness and light color effect.

Asternum Lavender. Fairly dark azure blue.

Comet Lavender Blue. Fine size and good cut flower shade. Highly resistant.

Asternum Rose Pink. Bright rose-pink of upright growth. Excellent market color.

Crego White. Large, full and clear color.

Asternum White. Earlier but not so full or large as Crego White.

AMERICAN BEAUTY.

A valuable class because of lateness and nice incurved form.

*Azure Fairy. Very attractive, large mid-blue.

Shell Pink. Semple pink color.

*Crimson. We have improved the size, vigor and earliness of our Beauty Crimson.

*Carmine Rose. Well named, very bright color, nice size, long-stemmed. Excellent commercial color.

UPRIGHT BRANCHING.

Distinctive because of its strongly upright instead of spreading habit.

Rose Pink. Nice fairly deep rose.

*White. Fine size and clear color.

Peach Blossom. Light rose-lavender-pink; a very excellent market color.

KING TYPE.

Attractively pointed or quilled petals make this mid-season class outstanding.

Peach Blossom. Light rose-pink. A very good market variety.

Crimson. Bright deep color.

ROYALS

might be called a second early class.

*Azure Blue. About the shade of Branching Azure Blue. Fine size.

*Shell Pink. Nicely shaped large flower, fairly long-stemmed. In the Semple Pink color class.

*White. The Royal White stock we are sending out this season will, we believe, be found more strongly resistant.

Purple. Our new Ball Deep Purple very much better.

QUEEN OF THE MARKET.

Medium size and of fine branching habit.

*White. Fairly resistant but will do well in clean soil.

*Mid-Blue. We have not tested this, but under California conditions, the color is bright and resistance good.

*Deep Rose. We find this highly resistant and a strong summer color.

Flesh Pink. Rather light color and we do not recommend it for market growers.

Dark Blue. Somewhat heavy for most purposes.

Crimson. Highly resistant but easily oversupplied.

Prices on any of the above varieties, each: Tr. Pkt. 50c; $\frac{1}{4}$ oz. 65c; 1 oz. \$2.00.

VARIOUS RESISTANT VARIETIES.

Heart of France. Our resistant strain of this brilliant red is some larger and longer stemmed than the original stock.

Tr. Pkt. 50c; $\frac{1}{4}$ oz. 65c; 1 oz. \$2.00.

*Aurora "Golden Sheaf." Fair size with center petals quilled and cushioned. No single flowers. Deep lemon yellow.

Tr. Pkt. 50c; $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.50.

RESISTANT STRAINS IN MIXTURES.

American Branching Mixture.

Royal Mixture.

Queen of the Market Mixture.

King Mixture.

Prices on above Mixtures only: Tr. Pkt. 35c; $\frac{1}{4}$ oz. 50c; 1 oz. \$1.75.

EXCELLENT PETUNIAS

NO CLASS of seed-grown stock is so difficult to maintain fairly true to color and type as a good strain of Giant petunia. No matter how carefully the seed crop is grown and rogued, a small proportion in most varieties will revert to the smaller types or off colors from which the variety was developed. We specialize in Petunias, and we annually inspect our growing crops in Europe and America. In addition we run a trial ground that enables us to know thru exact figures what is good or bad, not only of petunias, but other stock as well. We do all that can be done to supply only varieties or strains of petunias that are true to type, and we feel confident that we have not overlooked any superior ones. And, don't overlook the fact that the demand for well-grown petunias is increasing annually. We offer the various classes in the order of their size and value.

THE CALIFORNIA GIANTS. This is an extra large flowering, open throat, single class and is particularly attractive when flowered in 3 in. pots. Not quite so vigorous in growth as are the smaller types.

		Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.
*No. 1	Ball Dwarf Giants. This is our most uniformly fine dwarf strain.....	\$1.50	\$2.50	\$4.75
*No. 2	Dwarf California Giants — Ramona Strain. Very excellent.....	$\frac{1}{16}$ oz. \$5.00	1.00	1.75
No. 3	Giants of California, Medium Dwarf. Of ideal habit. Largely dark shades.	$\frac{1}{16}$ oz. \$5.00	1.00	1.75
No. 4	Giants of California, Medium Dwarf — Light Shades.....	$\frac{1}{16}$ oz. 5.00	1.00	1.75
No. 5	Giants of California — Regular Strain. Fairly tall, medium dark.....	$\frac{1}{16}$ oz. 3.50	.50	1.25
				2.00

RUFFLED GIANTS — Distinct separate colors.

*Prince of Wurttemberg.	Deep rose with black throat; fine.....	.75	1.50	2.75
Princess of Wurttemberg.	Light rose-pink, dark throat.....	.50	1.25	2.25
*German Empress.	Bluish white, dark throat.....	.50	1.50	2.75
Harlequin.	Coppery scarlet, dark throat, blotched white.....	1.00	2.00	3.75
*Dark Copper Red.	Bright coppery crimson. Very rich.....	1.00	1.50	2.50
Light Copper Red.	Rich old rose red.....	1.00	1.50	2.75
King Alfonso.	Rich crimson, black throat.....	.50	1.50	
Rheingold.	Large white, yellow throat.....	.50	1.50	

DOUBLE FLOWERING STRAINS. Valuable for use as fine pot plants or for cutting.

		Tr. Pkt.	$\frac{1}{2}$ Tr. Pkt.	Tr. Pkt.	3 Tr. Pkts.
*All Double "Victorious".	The new "All double" strain. We find this produces about 75-80% full double flowers. Colors fairly dark.	\$1.00	\$2.00	\$5.00	
*All Double "Pink Perfection".	(World Beauty). The same proportion of double flowers and habit as Victorious. Bright pleasing pink, from light to dark.	1.00	2.00	5.00	
All Double White With Blue Vein.	Bluish white with deeper striping thru flower. Habit same as Victorious. Comes very true to color and habit.	1.00	2.00	5.00	
*Double Dwarf Fringed Strain.	(Dreer's). Of ideal dwarf habit. 500 seeds 75c; 1000 seeds \$1.50.				
Giant Double Fringed, "Pink and White".	Extra large flowered. Around 50% double. Tr. Pkt. 1000 seeds \$1.50.				
Giant Double Fringed White "Madonna".	Clear white. $\frac{1}{2}$ Tr. Pkt. 500 seeds 75c; Tr. Pkt. 1000 seeds \$1.50.				
Double Rosy Morn.	Dwarf (10 in.), and 50% true semi-double. Tr. Pkt. 1000 seeds \$1.00; $\frac{1}{64}$ oz. \$1.75.				

GRANDIFLORA — FRINGED.

		Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.
*Apple Blossom. (new).	Richly fringed, light coral pink.....	1.00	1.75	
Aurora.	Light rose, veined purple; extra attractive.....	.75	1.50	
Brilliant Rose.	Very effective bright rose.....	.75	1.50	
*Fluffy Ruffles. (Ball Special Strain).	Very excellent.....	.50	.80	1.50
Dwarf Fringed Lilac.	Extra large, heavy blue veins on light ground.....	.75		
Fringed Royal Purple.	Very rich and finely fringed.....	1.00	2.00	3.75
Gottfried Michaelis.	Heavy amaranth red.....	.50		
Lace Veil.	Finely fringed white.....	1.00	2.00	
*Maculata.	Large finely fringed rose and white; very excellent.....	1.00		
Pepita.	Carmine and white blotched; choice.....	.75	1.50	
Pink Triumph.	Rose-pink; large well fringed.....	.50	1.00	1.75
Pride of Portland.	Clear pink.....	.50		1.25
Romany Lass.	Coppery crimson, dark throat.....	.50	1.25	
*Setting Sun.	Brilliant rose; compact growth.....	.75	1.75	3.00
Theodosia.	Rose-pink with gold center.....	.50	1.25	2.25
White Beauty.	Large and well fringed.....	.50	.80	1.50

GRANDIFLORA — Ruffled and Plain Edged.

Balcony Queen.	Rich velvety blue, blotched white.....	.50	1.25	2.00
*Elk's Pride Improved.	Velvety violet purple; excellent.....	.50		1.25
Giant Steel Blue.	Well named.....	.50		1.25
Kermesina.	Very large tyrian rose.....	.75	1.25	2.00
Dwarf Pink Glory.	Produce 50% to 60% ideal dwarf plants of rich flaming rose-pink color.....	.75	1.50	2.75
Pink Glory.	Brilliant rose, fairly uniform habit.....	.50	.75	1.50
Purple Prince.50		1.25
Queen of the Market.	New deep carmine.....	.50	1.25	2.00
Violacea.	Velvety violet-blue.....	.75	1.50	
*White Cloud.	The finest white all-purpose variety.....	.50	1.25	2.00
Silver Seam.	Dark violet-blue with a distinctive white seam or border. Very effective. 500 seeds 75c.			



"FLOWER SEEDS FOR FLORISTS"

EXCELLENT PETUNIAS (Continued)

SINGLE FRINGED MIXTURES — Two very excellent strains.

- ***No. 1** Ball Single Fringed Mixed. A strong growing and very free flowering strain of medium size and finely fringed.
Tr. Pkt. 50c; $\frac{1}{16}$ oz. \$1.50; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.50.
- ***No. 2** Grandiflora Fringed Mixed — Ball Strain. This is a very attractive fringed mixture. It is made up of choice Grandifloras.
Tr. Pkt. 60c; $\frac{1}{2}$ oz. \$1.50; $\frac{1}{16}$ oz. \$2.50; $\frac{1}{8}$ oz. \$4.00.

Please order by name and number

BALCONY TYPE. A medium size flowered class, especially valuable for porch or window boxes.

*Rose	Blue	Alba
*Royal Purple	Crimson	Mixed

PRICES, Each: Tr. Pkt. 35c; $\frac{1}{8}$ oz. 65c; 1 oz. \$3.50.

Black Prince. (new). Balcony. Deep black red, very rich. Tr. Pkts. only, 50c.

DWARF HYBRIDA CLASS. Erect and distinctly compact growth. The most popular bedding class. 1 ft. and less.

***Ball's Celestial Rose.** Introduced by us to the American trade last season. Generally accepted as the choicest compact deep rose bedding petunia. Tr. Pkt. 40c; $\frac{1}{8}$ oz. 75c; $\frac{1}{4}$ oz. \$1.40; 1 oz. \$5.00; 2 oz. \$9.00.

Tr. Pkt. $\frac{1}{4}$ oz. 1 oz.

Admiral. (new). Compact rich blue. Produces about 10% rogues.....	\$.75		
Alderman. Deep violet.....	.35	\$.60	\$2.00
Blue Bird. Deep violet blue.....	.35	.75	2.50
Sutton's Blue Bedder. (Chicago Blue). Compact clear blue.....	.40	1.25	4.00
*Blue Perfection. Very choice true mid-blue.....	.25	.75	2.50
Cockatoo. Violet with irregular white spots.....	$\frac{1}{2}$ oz. \$1.00	.50	
*Heavenly Blue. We have true stock of this popular mid-blue.....	$\frac{1}{8}$ oz. \$1.50	.50	2.75
Martha Washington. (new). Ruffled blush white, reddish throat; excellent.....	$\frac{1}{2}$ oz. \$2.00	.75	
Norma. True stock is short, Trade Packets only.....		.50	
Pink Gem. Extra dwarf, small light rose-pink flowers.....	$\frac{1}{8}$ oz. \$1.00	.50	1.75
Rose of Heaven. A standard rose pink.....	.30	.50	1.75
*Rosy Morn. Rose with white throat. Excellent.....	.35	.75	2.50
Senator. Bright purple, white throat; dwarf, free flowering.....	.35	.75	2.75
Snowball. A choice white for bedding.....	.25	.40	1.50
Special Hybrida Mixture.....	.25	.50	1.75

HYBRIDA — SMALL-FLOWERED. 1½ ft.

There are some choice exceedingly free flowering kinds in this class.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Alba. Free flowering white.....	\$.15	\$.25	\$.75
Blue Bee. Violet blue.....	.25	.40	1.50
Carmen Sylva. Violet white throat.....	.20	.40	1.25
Countess of Ellsmere. Rose, white throat.....	.15	.25	.75
General Dodds. Velvetly blood red.....	.25	.40	1.50
*Howard's Star Improved. (new). We have an improved stock that is 95% true.....	.50		
Inimitable. Deep carmine striped white..	.25	.40	1.50
Lord Courtenay. Golden rose.....	.20	.35	1.25
Violet Gem. Deep violet.....	.25	.40	1.50
Exquisite Mixed.....	.25	.50	1.50

DIENER'S VARIETIES. We supply the following in originator's packets:

	Tr. Pkt.	$\frac{1}{4}$ oz.
No. 1 Ruffled Monster Pink.....	\$.50	\$2.50
No. 2 Ruffled Giant Flesh Pink, with deep center.....	.50	
No. 5 Red, with dark center and veins.....	.50	
No. 8 Ruffled Monster Mixed.....	.50	2.50
No. 11 Blue, semi-dwarf.....	.25	
No. 19 Giant Pink Glory. Improved Pink Glory.....	.50	2.50
No. 20 Mauve Ruffled Monster type.....	.50	
No. 22 Rose color. Improved Rosy Morn.....	.25	
No. 47 Jumbo Mixture. A select Giant Mixture. 1.00		

Please Note. The above varieties come direct to us from Diener in his original packets.

Parviflora. (new). Very small flowered; trailing habit. Valuable for porch boxes. Tr. Pkt. 50c.

MISCELLANEOUS ANNUALS

Indicates suitable Rock Garden subjects.

ACHIMENES. Mixed. Valuable for pot plants and hanging baskets..... Tr. Pkt. \$1.00 1 oz.

ACROCLINIUM. Roseum. Strawflowers that dry perfectly.

New Hybrids. This new strain greatly improves the old Semi-Double Rose in size; also most of the flowers are attractively dark centered. This improved strain is of distinct value to any retail business and we find them profitable to grow for market..... $\frac{1}{4}$ oz. 75c .40 \$2.00

Semi-Double Rose. Light rose-pink Everlasting. Sow in January for heavy spring crop of long-stemmed daisy-like flowers. Excellent either fresh or dried..... .15 .30

ALOE Variegata. Tiger Aloe. Attractively variegated leaves. A very satisfactory and fast-growing succulent. 100 seeds \$1.25; 1000 seeds \$10.00.

ANCHUSA Capensis. Blue Bird. Deep indigo blue, compact growth, 2 ft. Very attractive. Special mention in "All American Trials, '34."..... .15 .60

ASPARAGUS. We constantly check the germination of our seed under actual greenhouse conditions and we do not send out unless it shows up at least fair.

Plumosus. 100 seeds 30c; 250 seeds 50c; 1000 seeds \$1.50; 5000 seeds \$6.00; 1 lb. \$10.00.

Sprengeri. 100 seeds 25c; 250 seeds 40c; 1000 seeds \$1.00; 5000 seeds \$4.50; 1 lb. \$ 8.00.

BROWALLIA.

Speciosa Major. Standard pot plant variety, 10 to 12 in..... $\frac{1}{2}$ oz. \$1.00 .40

Viscosa Compacta Sapphire. Very excellent for pot plant work. Compact grower. Dark blue flowers with white eye. 6-8 in..... $\frac{1}{16}$ oz. \$1.00 .50

CAMPANULA.

Annual Canterbury Bell Mixed. 2 ft. Flowers six months from seed. Received 1933 Gold Medal in "All American Trials"..... $\frac{1}{4}$ oz. 50c .25 1.75

Fragilis. Excellent for hanging baskets and pot plants. Light azure blue. Very profuse bloomer. .50

MISCELLANEOUS ANNUALS (Continued)

CANDYTUFT. (*Iberis*).

	Tr. Pkt.	1 oz.
UMBELLATA. We offer the following in this popular spring cut flower:		
Carmine, Flesh Pink, Lavender, White, Crimson, Rose Cardinal, Lilac. Each.....	4 oz. \$1.25	.15 .40
Mixed.....	4 oz.	.75 .15 .25

GIANT HYACINTH-FLOWERED.

White. Our stock of this is grown from specially selected stock seed developed in our own greenhouses. If sown early in January and grown cool, makes fine crop for Mother's Day and Memorial Day.
Tr. Pkt. 25c; 1 oz. 75c; 4 oz. \$2.25.

	Tr. Pkt.	1 oz.
■ Miniature Gem. An extremely dwarf selection from the above. Produces 4 to 6 spikes about 4 in. high. Very attractive as a rock garden or pot plant	1/4 oz. 50c	.25 \$1.50

CARNATION. Chabaud.

DOUBLE ENFANT DE NICE. The finest strain of annual carnations. Flowers five months from seed and comes 75% true to color.

Red, Rose, Salmon, White, Each.....	1/8 oz. \$1.00;	1/4 oz. \$1.75	.50
Mixed.....		1/4 oz. 1.25	.35

GIANT STRAIN.

Cardinal Red, Deep Rose, Flesh Pink, Rose Pink, White, Each.....	1/4 oz. 60c	.25 2.00
Mixed.....	1/4 oz. 50c	.25 1.75

CENTAUREA.

CYANUS DOUBLE. Bachelor Button or Cornflower. Very free flowering and good for cutting either outdoors or in the greenhouse.

Blue (the best market color), Carmine, Rose, White, Each.....	4 oz. \$1.40	.15 .40
Mixed.....	4 oz. .80	.15 .25

IMPERIALIS. Sweet Sultan. Double thistle type flower.

Amaranth Red, Brilliant Rose, Deep Lavender, Delicate Lilac, Rose, White, Each.....	.20 .50
Mixed.....	.15 .40

AMERICANA. Large thistle type flowers. Lilac, White..... Each .15 .50

CANDIDISSIMA and GYMNOCARPA. See Dusty Miller.

SUAVEOLENS.

Yellow Sweet Sultan. Very good bright yellow thistle-like flowers. Excellent for forcing indoors for January sowing.....	.15 .40
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CHRYSANTHEMUM.

SEGETUM. Attractive single daisy-like flower. Makes nice spring flowers from January to February sowing.

Eldorado. Bright yellow with dark brown disc. Very fine.....	1/4 oz. 25c	.15 .75
Eastern Star. Primrose, brown disc. Evening Star. Golden yellow.....	Each	.15 .35
Gloria Alba. White with pale disc. Morning Star. Pale primrose.....	Each	.15 .35
Mixture of above.....		.15 .25

CARINATUM.

Burridgeanum. White with scarlet zone.....	.15 .35
Northern Star. White with dark center and yellow band. Very attractive.....	.15 .35

COLEUS Hybrida. Coleus from seed necessarily varies but produces beautiful color variations from which new and exhibition stock may be propagated.

Giant Exhibition Mixture. The finest strain we are able to find.....	1/4 oz. \$1.75	1.00
Rainbow Mixture. A strain that met with considerable favor last year.....	1/16 oz. \$1.00	.50
Hybrida Mixture.....	1/8 oz. 60c	.35 3.50

CYNOGLOSSUM Amabile. Chinese Forget-me-not. 24 in.

Pink.....	1/4 oz. 35c	.20 .80
Blue.....		.15 .30

DIANTHUS.

■ SWEET WILLIAM. Annual Sweet William. (D. Barbato-sinensis) 12 in. Single Mixed.....

Sweet Wivelsfield. 12 in. Improved form of Annual Sweet William. Extra large flowered brilliant array of colors. Fine for cutting and garden use15 .75
Mourning Cloak. Double. Blackish maroon, margined white.....	.15 .50

HEDDEWIGII. Japanese Pinks. 10 in. and free flowering. Fine for rock gardens.

Fireball. Double. Dark Scarlet.....	1/4 oz. 30c	.20 .80
Pink Beauty. Blush Pink.....		.20 .80
Snowdrift. Double. Extra large flowered pure white.....		.20 .80

Mourning Cloak. Double. Blackish maroon, margined white.....	.15 .50
Diadem Mixture.....	.20 .75

Lacinatus Splendens. (new). Single. Extra large 2 in. — brilliant crimson, large contrasting white eye. Special mention in "All American Trials, 1934".....	1/4 oz. 50c	.25 1.50
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For other Dianthus see Perennial pages.

DIDISCUS Coeruleus. Blue Lace Flower. Valuable for spring greenhouse cutting.....

.20 .80

DRACAENA Australis. Broad leaved.....

.20 .75

Indivisa. Narrow-leaved. The most popular.....

.15 .40

Usually the more stock grown the lower average returns. Don't overdo.

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"FLOWER SEEDS FOR FLORISTS"

MISCELLANEOUS ANNUALS (Continued)

DUSTY MILLER.

Cineraria Maritima Diamond. Our trials of this beside the two following in our grounds the past season convinced us of the marked superiority of this variety. Makes a very even row 12 in. high. Fast grower and very attractive light silvery-gray foliage. Tr. Pkt. 20c; 1 oz. 50c.

Centaurea Candidissima. 6 in. Of slow growth.....	Tr. Pkt.	1 oz.
Centaurea Gymnocarpa. 24 in. Of tall heavy growth.....	.25	\$1.40

EXACUM Affine. Very choice moderate temperature summer flowering pot plant. Tr. Pkt. 1 oz.

Light Blue. Light lavender-blue flower, richly fragrant. Use 2-3 seedlings in a pot. 1000 seeds \$1.00

Atrocoeruleum. (new). A dark lavender variety, clearly more attractive 1.00

GERBERA. Jamesonii Hybrids. This valuable greenhouse plant is really a hardy perennial if carefully protected over winter. We supply only freshly harvested seed of a very excellent strain. Separate colors will not come at all true from seed 100 seeds 50c; 1000 seeds \$4.00

GLOXINIA. Summer pot plants quickly grown from seed.

Defiance. Rich glowing scarlet. **Emperor William.** Dark violet bordered white..... Each 1.00

Benary's Giant Mixture 1.00

GREVILLEA ROBUSTA. Australia Silk Oak. Seeds should be sown in early spring with plenty of bottom heat and in a well drained, loose soil. Grown in a 60° house, 5 in. pot plants available by fall..... .25 \$.75



Gerbera Jamesonii—flowers last 10 days to 2 weeks after cut.

GYPSOPHILA Elegans. Baby's Breath. We are constantly running trials of all available European and American strains of annual Gypsophila and are certain that none better are to be had than we are offering.

Covent Garden Market. Extra large flowered, full petalled — flowers having 6 to 8 petals instead of the usual 4 to 5..... 4 oz. 50c; 1 lb. \$1.60; 5 lbs. \$6.50 .20

London Market. Slightly taller than Covent Garden Market and later. 4 oz. 50c; 1 lb. \$1.50; 5 lbs. \$6.50 .20

Paris Market. Standard medium size flowered strain. 4 oz. 40c; 1 lb. \$1.00; 5 lbs. \$4.50 .15

Carminea. Same habit as others but with bright carmine-pink flowers. Rather small flowered. .15 .25

IMPATIENS. Useful as pot plants or for home garden use. Will stand partial shade.

Holstii. Liegnitzia. Deep vermillion-red 1000 seeds 50c.

Sultani. Bright rose..... .32 oz. \$1.00 \$.35

Holstii. Hybrids. Finest mixture..... 1000 seeds 50c; .32 oz. \$1.00

ISOLOMA. Hirsutum Multiflorum Hybridum. Choice tuberous rooted pot plant, spotted flowers, mixture of colors, grows 6-8 in. January sowing flowers thru the summer..... 1.00

KALANCHOE. Globulifera Coccinea. Popular spring flowering pot plant and easily grown from seed..... 1000 seeds \$1.00

LANTANA. Dwarf Hybrids Mixed. Seed must be sown with bottom heat and early..... .15 \$.50

LEPTOSYNE. Stillmanii. 18 in. Golden yellow. Good for cutting..... .15 .75

LUPINUS. A standard greenhouse forcing crop to follow mums or early peas.

Sulphureus Superbus. Golden yellow. 28 in..... .15 .50

Luteus Romulus. Dwarf yellow..... .15 .50

HARTWEGII.

Dark Blue. The best selling standard color.

Sky Blue. Very good market color. **White.**

Roseous. Of limited commercial value. **Mixture, Each**..... 4 oz. 90c; 1 lb. \$3.50 .15 .30

Giant King Oxford Blue. (new). An extra large flowered, tall strain. Deep blue with white stripe..... .25 1.50

Giants Mixture. An especially large flowered strain, base-branching..... .20 .75

For other Lupinus see Perennial list.

MISCELLANEOUS ANNUALS (Continued)

MARIGOLD.

Lieb. We are offering a limited amount of seed of this winter flowering type. This is supplied by the originator, Werner Lieb, New Rochelle, New York. Should the supply of this become exhausted, we suggest that you allow us to fill your order with the new Australian Tree Marigold. Price of Lieb Marigold, Tr. Pkt. **60c.**

Australian tree. During the past winter we found this to be clearly a winter flowering marigold with longer stems and larger flowers than the Lieb strain. The color is the same combination of golden yellow and mahogany, highly attractive for winter cut flower work. Tr. Pkt. **35c.**

MIGNONETTE. For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes.

Tr. Pkt. 1 oz.

Ball Strain. We are constantly improving our fine strain of forcing Mignonette and are certain there is none better..... **1/4 oz. \$1.75 \$1.00 \$6.00**

New York Market. **1/4 oz. \$1.75 1.00 6.00**

MACHET. Good for summer bedding work.

Golden Goliath. Goliath Red. Each .15 .75

MIMOSA. Pudica. Sensitive Plant..... .20 .50

MYOSOTIS. Forget-me-not.

Ball's Early. Not quite as long-stemmed as Blue Bird but very free and early flowering. An August sowing flowers in October..... **1/4 oz. \$.75 .35**

Ruth Fischer. Clear Blue, very compact habit. Fine for pots..... **1/2 oz. 75c .50**

NASTURTIUM.

DOUBLE VARIETIES.

All colors of the new "GLEAM" class are valuable both for cutting and use in combination boxes. No retail grower should be without them. We offer only the Bogder strains.

Golden Gleam. The original semi-trailing double nasturtium. Deep golden yellow. Tr. Pkt. **20c; 1 oz. 30c; 4 oz. 50c; 1 lb. \$1.50.**

Scarlet Gleam. (new). Identical in every way with Golden Gleam except in color which is a brilliant scarlet. Tr. Pkt. **25c; 1/4 oz. 50c; 1 oz. \$1.85.**

Gleam Hybrids. This hybrid strain produces a most pleasing array of very attractive colors running through varying shades of scarlet, orange, salmon, to golden and cream yellow, with all the valuable characters of Golden Gleam added. Tr. Pkt. **25c; 1/4 oz. 50c; 1 oz. \$1.50.**

NEMESIA. Strumosa Suttonii. Tr. Pkt. 1 oz.

GRANDIFLORA. Large flowered and longstemmed. 24 in. Good for cutting.

Blue. **1/16 oz. 50c \$.35**

Cherry Red. **1/4 oz. 75c .35**

Orange. Good bright color, comes quite true..... **1/4 oz. 75c .35**

Rose. Rather deep heavy color. Comes quite true..... **1/4 oz. 75c .35**

Scarlet. Varies..... **1/4 oz. 75c .35**

Mixture of above colors. **1/4 oz. 50c .35**



Our seed of these double Gleam Nasturtium comes from Bogders — the originators.

NANA COMPACTA. More dwarf than Grandiflora — 18 in., and branches very profusely from base. Good for bedding and pot work.

Tr. Pkt. 1 oz.

Aurora. Carmine-crimson with white. Quite attractive..... **1/4 oz. 75c \$.35**

Blue Gem Imp. Nice delphinium blue. Varies..... **1/8 oz. 50c .35**

Fire King. Scarlet..... **1/4 oz. 75c .35**

Orange Prince. A rich orange..... **1/4 oz. 75c .35**

Triumph Mixed. A mixture of above colors..... **1/4 oz. 50c .25**

OENOTHERA. Evening Primrose.

Afterglow. Yellow with bright red calyx. 3 in..... **.20 .50**

Lamarckiana. Yellow. 4 ft..... **.15 .25**



"FLOWER SEEDS FOR FLORISTS"

POPPY.

MISCELLANEOUS ANNUALS (Continued)

ICELAND. (P. Nudicaule). The following are excellent cut-flower strains for either greenhouse forcing or outdoor work and we believe represent the best available for this purpose.

El Monte. Bright tangerine orange. Tr. Pkt. 25c; $\frac{1}{4}$ oz. 75c.

Fakenham Hybrids. Extra large flowered on 18 in. stems, mixture. Tr. Pkt. 25c; $\frac{1}{4}$ oz. 75c.

Gartref Strain. A fine strain of pastel shades, most flowers having a deep edging that contrasts well. Tr. Pkt. 35c; $\frac{1}{16}$ oz. \$75.

Sandford's Giants. Vigorous grower and long-stemmed. Mixture. The finest strain in this class for cutting. Tr. Pkt. 50c; $\frac{1}{8}$ oz. \$1.00.

SHIRLEY.

	Tr. Pkt.	1 oz.
Double Begonia-flowered Pink Shades. Double Begonia-flowered Salmon.....	Each \$.15	\$.50

American Legion. Single orange-scarlet.....	.15	.50
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CARNATION-FLOWERED.

Double. 3 ft.		
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Fairy Blush Hybrids. Mixture of light pink shades.....	.10	.20
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Mixture. Covers all shades in this class.....	.10	.20
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PEONY-FLOWERED.

Double. 3 ft.		
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Shrimp Pink.10	.30
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Mixture.10	.20
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SAINTPAULIA. African Violet. A very attractive pot plant.

Cordata. Lavender-violet. Ionantha. Deep blue.....	Each 1.00	
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SALVIA. We annually carry out trials of all available strains of Salvia. This gives us exact information on what we are offering you.

SPLENDENS.

America. (Globe of Fire). Unexcelled; or uniform height. 18 in. Early.....	$\frac{1}{4}$ oz. 75c	.50	2.50
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Firebrand. Most compact about 16 in., and earliest flowering strain.....	$\frac{1}{4}$ oz. 85c	.50	3.00
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Harbinger. We find this similar to Firebrand except in height. 18 in.....	$\frac{1}{4}$ oz. 85c	.50	3.25
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Bonfire. Not quite so dwarf as above.....	$\frac{1}{4}$ oz. 60c	.40	2.00
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Splendens. Tall. Fairly tall and not so early as above varieties.....	$\frac{1}{2}$ oz. 80c	.35	1.50
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Maroon Prince. Rich maroon purple. Very effective color. Fairly early flowering.....	$\frac{1}{4}$ oz. 85c	.35	3.25
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FARINACEA.

Pale Blue. Nice azure blue color. Excellent for outdoor cutting.....	$\frac{1}{4}$ oz. 50c	.25	1.50
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Blue Bedder. Deep Blue. Compact. 3 ft.....	$\frac{1}{4}$ oz. 85c	.35	3.25
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SCHIZANTHUS. Grandiflora, or large-flowered class—the most attractive strains.

Ball "Brilliant Blend". Our finest all-purpose mixture with plenty of dark colors. 16-18 in. Tr. Pkt. 35c. $\frac{1}{4}$ oz. \$1.00.

Bridal Veil. (new). Pure white, the most popular color of the day and in the form of this Schizanthus, very attractive either as a pot plant or for cutting. Tr. Pkt. 75c.

Ball's Dwarf. (new). Does not get over 12-14 in. high and produces a dense head of flowers in an attractive mixture of colors. The picture clearly shows the ideal compact growing and flowering habit. This new strain is perfection for use as a 4 in. pot plant and it gives us pleasure to call your attention to it. Tr. Pkt. 50c. $\frac{1}{8}$ oz. \$1.00.

Compactus — Reddish Shades. Pleasing shade of reddish pink. 12-14 in. Tr. Pkt. 50c; $\frac{1}{8}$ oz. \$1.00.

Tr. Pkt. 1 oz.

Brilliance. Rich amaranth red, 16-18 in. Purple

Shades. Rose and Carmine Shades. Rose and

Amber Shades. Ea. $\frac{1}{4}$ oz. \$1.00 \$.40

SMILAX. Well known green-house climber.

1 lb. \$5.00; 4 oz. \$1.50 .20 \$.50

SOLANUM.

Christmas Cherry. Ball's Strain. A compact growing strain of our own selection.....	\$.25	\$ 1.00
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Christmas Pepper. An attractive dwarf strain, producing medium size berries ranging in color from purple to brilliant red. When field grown under our conditions the berries are fully colored by Nov. 1.....	$\frac{1}{4}$ oz. 60c	.25	2.00
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Bird's Eye Pepper. Small bright red berries.....	$\frac{1}{4}$ oz. 50c	.25	1.75
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Evolution of Schizanthus

Left, the original Pinnatus type, obsolete for most purposes. Center, Wisetonensis type, such as is supplied in any good mixture or blend. Fine for large pot plants or cutting. Right, the new dwarf type we are releasing this season. Ideal for 4 or 5 in. pot plants. Seed all three sown Oct. 9, and all three received one pinch when at a height of 4-6 in. Grown in a 45° house and came in just right for the spring shows, around April 1.

MISCELLANEOUS ANNUALS (Continued)

STATICE. The seed of annual statice is of irregular germination.

Tr. Pkt. 1 oz.

Bonduelli. Yellow. Similar to the Sinuatas.....	1 lb. \$2.50	\$1.15	\$2.25
Sinensis. 18 in. Pure white with canary yellow.....	4 oz. \$2.50	.25	.75
Suworowii. Russian or Rat Tail. Excellent for spring cutting from either large pots or beds. Excellent for pot specimens.....	4 oz. \$2.75	.25	.75

SINUATA. Largely used outdoors, but can be forced in a greenhouse.

Kampf's Tall Improved. Atrocoerulea. Very bright deep blue, excellent for cutting. 3 ft.	1 lb. \$5.00	.20	.60
True Blue. The standard blue.....	1 lb. \$3.25	.15	.30
Rosea Superba	1 lb. \$3.25	.15	.30
White	1 lb. \$2.00	.15	.25
New Hybrid Mixture. Contains in addition to the above several new hybrid shades. 1 lb. \$5.25	.25	.85	

TITHONIA Speciosa. Golden Flower of the Incas. 4 to 6 ft, 3 in. single Sunflower-like orange vermillion flowers.....

$\frac{1}{4}$ oz. 50c .25 1.50

■TORENIA.

Fournieri Compacta. Dwarf form of above. Excellent for bedding or pots. $\frac{1}{8}$ oz. 50c; $\frac{1}{4}$ oz. 85c	.25		
TRACHELIUM Coeruleum. Large heads of small blue flowers resembling Gypsophila. 18 in.		.35	

VENEDIUM.

"Ball Hybrids." A most interesting and attractive mixture of colors ranging from silvery white down thru various shades of cream and orange-salmon.....	.50		
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VINCA ROSEA. Periwinkle. Requires a warm house and an early start. 12 in.

Pink; Alba Oculata, White with rose eye; Delicata, Soft Pink; Alba Pura, Pure white; Mixture. Each20	.90	
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WALLFLOWER. Annual. When flowered under favorable conditions this highly attractive, richly scented flower is valuable for cutting as well as pot plant work. Since Wallflower doesn't seem to develop properly in the middle of winter nor when exposed to much hot fall or spring weather, seed should be sown in our latitude around the last week in September, grown on raised beds, not kept too wet and if the flowers come out during a spell of unseasonably hot weather, a little protection in the form of a light cheesecloth shade will help to keep them in a harder condition.

Gold Standard. The standard color. A deep golden yellow. One-half to three-fourths of your planting should be of this variety.

Golden Yellow flaked brown. A rich combination of deep golden yellow with mahogany.

Dark Brown. A rather heavy color. Tr. Pkt. 35c; $\frac{1}{4}$ oz. \$1.50; 1 oz. \$5.00.

Violet. Tr. Pkt. 50c.



Annual Wallflower Gold Standard as exhibited by us at the Omaha National Show. The rather fragile flowers make exceptionally rich cut flowers when well grown. Deep golden yellow and richly fragrant.

HARDY PERENNIALS

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
ACHILLEA Ptarmica. The Pearl. 30 in. Double white, excellent for cutting.....	\$.35	\$.75	\$2.50
ACONITUM Fischeri. Monks Hood. Deep blue. Should be frozen over winter for good germination.....	.25	.60	2.00
AGATHAEA Coelestis. Felicia or Blue Daisy. Excellent.....	.25	.40	1.25
ALYSSUM Saxatile. Compactum. Golden yellow. 12 in. Excellent for rock gardens.....	.15	.25	.75
ANCHUSA.			
■ Myosotidiflora. Forget-me-not blue. 15 in.....	.50	1.75	6.00
Italica. Dropmore strain. Blue. 6 ft.....	.15		.50



"FLOWER SEEDS FOR FLORISTS"

HARDY PERENNIALS (Continued)

		Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
RAQUILEGIA.	Columbine. Valuable for outdoor cutting and forcing.			
	<i>Coerulea.</i> Rocky Mountain Blue Columbine. Sky blue with white spurs.....	\$.35	\$.50	\$ 1.75
LONG-SPURRED.				
	<i>Silver Queen.</i> White, fragrant.....	.40	.75	2.50
	<i>Mrs. Scott Elliott's Hybrids.</i> Fine long-spurred mixture.....	.50	1.25	4.00
	<i>Mixture.</i>25	.60	2.00
	<i>Jaetschauia.</i> Large yellow with red spurs.....	.40	.85	2.50
RARABIS	Alpina. Rock Cress. White. Dwarf.....	.15		.50
ASCLEPIAS	Tuberosa. 2 ft. Orange, fine for cutting. Needs free drainage.....	.35	.60	2.00
ASPARAGUS	Verticillatus. Hardy climbing Asparagus. Red berries. Seeds should be frozen over winter for proper germination.....	.35	.60	2.00
ASTER.				
	<i>Alpinus Dark Beauty.</i> Single deep blue. 12 in. Excellent.....	.35	.90	3.00
	<i>Wartburg Star.</i> Lighter than Dark Beauty. Long-stemmed, good for cutting. 24 in.....	.50	2.00	
	<i>Novi-belgii.</i> New hybrids.....	.50	1.00	3.50
BELLIS PERENNIS.	Double English Daisy. The choicest are the Montrosa varieties as follows:			
	<i>Rose, White, Red.</i>	Each	.40	.75
	<i>Mixed.</i>35	.60	2.00
CAMPANULA.				
	MEDIUM CALYCANTHEMA. Double or Cup-and-Saucer varieties. 3 ft. Biennial.			
	<i>Dark Blue, Light Blue, Rose, White.</i>	Each	.25	.40
	<i>Mixed.</i>20	.30	1.00
	MEDIUM SINGLE. 3 ft. Biennial.			
	<i>Blue, Lilac, Rose, White, Mixed.</i>	Each	.15	.50
BCARPATICA.	Perennial. Dwarf for rock gardens. 12 in.			
	<i>Blue, White, Mixed.</i>	Each	.25	.30
BCANDYTUFT.	Sempervirens. White. 12 in.....	.35	.50	1.50
CATANANCHE	Coerulea. Everlasting. 30 in. Light lavender-blue flowers resembling <i>Centaurea Cyanus.</i> Good for cutting.....	.25	.40	1.25
CENTAUREA	Montana. Cornflower blue. 24 in. Large flowered.....	.20		.60
	For other <i>Centaurea</i> see annual list.			
RCERASTIUM	Tomentosum. Snow in Summer. Silvery-white foliage. 12 in.....	.25	.40	1.25
CHRYSANTHEMUM	Indicum. Double and semi-double. A February sowing starts flowering late in July and continues until frost. Very hardy mixture.....	$\frac{1}{8}$ oz.	\$ 1.00	.50
COREOPSIS.	Grandiflora.			
	<i>Lanceolata Single.</i>15		.30
	<i>Semi-double.</i>20		.50
	<i>Mayfield Giant.</i> Extra large flowered, deep golden yellow.....	.25		1.00
DAISY.	These are all excellent cut-flower varieties. In well-drained soil and protection from excessive freezing and thawing action, are easily wintered over. Following cover the flowering season from May to July. Listed in flowering order.			
	<i>Elder.</i> Comes true from seed.....	$\frac{1}{2}$ oz.	40c	.20
	<i>June Marguerite.</i> Free flowering.....	.25		.75
	<i>Spring Marguerite.</i> Follows above closely.....	.15		.50
	<i>Mayfield Giant.</i> Fine size.....	.25		.75
	<i>Alaska.</i> Well-known Shasta Daisy.....	$\frac{1}{2}$ oz.	60c	.25
	<i>Double Fringed (Diener's).</i> From originator's stock. Comes 60% true.....	.50		1.00
	<i>Conqueror.</i> Giant late white.....	.20	.30	1.00
DELPHINIUM.				
	Belladonna Improved. (Cliveden Beauty). The standard light blue cut-flower strain. Spring sown seed produces very good clumps for forcing.....	1 lb.	\$ 25.00	.35
				1.75
	Belladonna. The regular or original strain.....	.25		1.65
	Bellamosum. Same as Belladonna Improved but deep marine blue.....	.25		1.75
	Blackmore and Langdon Hybrid Strain. We believe this to be unexcelled for extra large exhibition spikes and a choice range of colors.....	.50	.90	3.95
	Hollyhock Wrexham Strain. A very fine hybrid strain with extra long tapering spikes.	.50	1.50	5.00
	Gold Medal Hybrids Mixture.25		1.00
	<i>Iceberg.</i> 48 in. The best white variety we know of.....	.50	2.00	
CHINENSIS.	Makes excellent cut-flower material. Early flowering.			
	<i>Cambridge Blue.</i> Standard Belladonna blue for cutting.....	.35	.65	2.25
	<i>Dark Blue, White.</i>	Each	.20	.75
	<i>Mixture.</i>15		.60

HARDY PERENNIALS (Continued)

DIANTHUS.

Allwoodii Alpinus Mixed. Flowers first season. 4-6 in. high, very excellent for rock gardens. 100 seeds 40c; 1000 seeds \$3.50.

BARBATUS. Single. Sweet William. 2 ft.

	Tr. Pkt.	1/4 oz.	1 oz.
Newport Pink. (Pink Beauty). Bright salmon-rose.....	\$.15	\$.25	\$.75
Purple Beauty. Bright deep purple.....	.25	.60	2.00
Scarlet Beauty. Very bright color.....	.15	.25	.75
White.....	.15		.50
Mixture of above colors.....	.15		.40
BARBATUS. Double.			
Mixture. Produces some singles.....	.15		.60
DELTOIDES.			
Rose. Maiden Pink. For rock gardens....	.25	.50	1.50
Brilliant. Rich rose pink.....	.25	.50	1.50

DICTAMNUS Fraxinella. Gas Plant. Pink with dark veins. Good border plant. Seeds should be frozen over winter for proper germination.....

.25 .40 1.25

DIELYTRA Spectabilis. Bleeding Heart. 32 in. Seedlings flower second year. Seeds should be frozen over winter for proper germination.....

.50 1.35 4.50

DIGITALIS. Foxglove.

GLOXINOIDES.

	Tr. Pkt.	1/4 oz.	1 oz.
Purple, Rose, White.....	Each \$.20		\$.50
Mixed.....		.15	.40

GIANT SHIRLEY.

Mixed. A splendid large-flowered strain.....	.15		.50
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DORONICUM Caucasicum. Single yellow. 2 ft.....

1.00

GAILLARDIA. Grandiflora. Excellent outdoor cut-flower material.

Maxima Aurea. Deep golden yellow. Very good.....	.25		1.00
Burgundy. (new). Deep rich wine-red shade.....	.25	.75	2.50
The King. Extra large flowered strain.....	.35	.75	2.50
Dazzler. Standard golden yellow with red center.....	.25	.40	1.25
Portola Hybrids. Varying shades of deep red, petals tipped yellow.....	.25	.50	1.50

GEUM.

Borisii. Brilliant scarlet. Flowers from June on. 16 in.....	.50	1.25	4.00
Lady Stratheden. Double golden yellow.....	.25	.50	1.75

GYPSOPHILA.

Pacifica. Small bright pink flowers. Excellent.....	.50	1.00	
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PANICULATA.

Double Snow White. 40 in. 35% double.....	.50	1.00	3.50
Single White.....	.15		.40

REPENS. 6 in. Excellent for rock gardens.

White.....	.25	.40	1.25
Rose.....	.25	.75	2.50

HELIANTHEMUM Mutabile. Rock Rose. Dwarf evergreen. 8 to 10 in.....

.25 .75

HEUCHERA Sanguinea Crimson. 30 in. We have an ample supply of a first class strain of this. A very attractive novelty cut-flower item.....

.50 1.25 4.00

HOLLYHOCK.

Imperator. Double choice mixed. Excellent mixture of large, fringed types.....	.25	.50	1.60
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CHATER'S DOUBLE.

Chamois, Deep Rose, Newport Pink, Scarlet, Sulphur Yellow, White.....	Each	.25	.40
Mixed.....		.20	.35

ALLEGHENY TYPE. Single.

Alameda Pink. Shades of light pink.....	.25	.35	1.00
Mixed.....	.15		.50

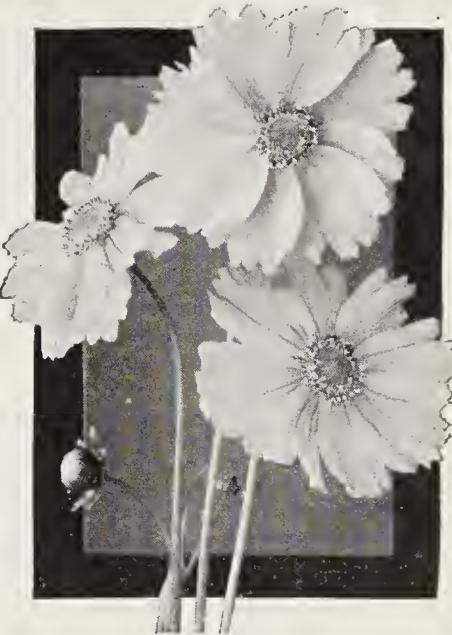
LATHYRUS Latifolius. Hardy or Everlasting Sweet Pea.

Pink Beauty, White Pearl, Mixed.....	Each	.15	
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LIATRIS.

Spicata. Blazing Star. Purple-rose. 24 in.....	.25	.60	2.00
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Don't forget — our address is WEST Chicago, Ill.



Coreopsis Mayfield Giant



HARDY PERENNIALS (Continued)

LILIUM. We find an increasing interest taken in Lilies from seed. Successive sowings make flowers available the year round. They come very true.

Philippinense Formosanum Improved.

With protection from freezing and thawing, this is hardy in our latitude. From an early spring sowing, some will flower in late summer. Pure white under glass, some rose shading outdoors.....1 lb. \$22.00 Tr. Pkt. $\frac{1}{4}$ oz. 1 oz.
\$.25 \$.50 \$1.75

Regale. Regal Lily. Pink outside, inside a primrose yellow.....

LOBELIA Cardinalis. (Fulgens). Cardinal flower, 36 in.....

LUNARIA Biennis. Honesty.

White. 40 in..... .20 .50
Crimson. 48 in..... .15 .75
Mixed..... .15 .65

LUPINUS Polyphyllus. Hardy Lupines.

Rose..... .15 .50
Dark Blue, White..... Each .15 .30

Chocolate Soldier. Yellow shading to chocolate..... .35 .75 2.50

Luteus. Yellow. Varies slightly light to dark..... .20 .35 1.00

Harkness Regal Mixture. (new). Fine hybrid mixture containing all shades in this type..... .20 .65

LYCHNIS.

Alpina Rose. Dwarf, 12 in. Excellent for rock gardens..... $\frac{1}{8}$ oz. \$1.25

Chalcedonica Scarlet. 36 in..... .15 .50

MATRICARIA Capensis. (Feverfew).



There are possibilities in perennial Gaillardia that are worth working out.

"Ball Double White." We have an excellent strain of this for forcing and outdoors. Comes 95% fully double and large flowered. For spring flowering, sow in October. Tr. Pkt. 25c; $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.00.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
	\$.25	\$.50	\$ 1.60
Double Golden Ball. Yellow disc. 8 in.....			
MYOSOTIS.			
Alpestris Stricta Grandiflora. Royal blue. 12 in.....	.25	.50	1.75
Palustris. Blue. True Marsh Forget-me-not. 12 in.....	.25	.50	1.50
Blue Bird. Standard deep blue Forget-me-not. 12 in.....	.25	.75	2.75
NEPETA Mussinii. Light blue. 12 in.....	.35	.60	2.00
PHYSALIS Franchetti. Chinese Lantern plant. Large orange berries.....	.25		.75
PLATYCODON. Grandiflora. Baloon Flower. Early flowering. 28 in.			
Blue, White..... Each	.25	.40	1.50
POPPY. Orientale. Oriental Poppy. The following varieties do not come especially true.			
Brilliant. Vivid fiery-red. 40 in.....	.25	.50	1.50
Beauty of Livermere. Dark ox-blood red.....	.35	.75	2.75
Mixture of all shades of this class.....	.25	.35	1.00
PRIMULA.			
Alpina Rose. Dwarf, 12 in. Excellent for rock gardens.....	.40	.80	3.00
VERIS.			
Polyanthus Grandiflora Mixture..... $\frac{1}{8}$ oz. \$1.00	.50		6.00
Giant Munstead Strain. Extra large-flowered strain in mixture yellow and light shades. 12 in..... $\frac{1}{8}$ oz. \$1.00	.75		
PYRETHRUM.			
Pyrethrum. Silvery white. 6 in..... $\frac{1}{16}$ oz. \$1.50	.50		
Uliginosum. Single white. 4 ft..... .40	1.00		3.25
ROSEUM. 30 in. Makes excellent cut-flower material.			

Semi-double Mixture. A very excellent strain that requires the strength of two-year old clumps to produce fully double flowers. Tr. Pkt. 50c; $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.50.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
	\$.25	\$.40	\$ 1.25
Single Mixture.....			
Kelway's Strain. Dark red. Varies some.....	.50	.90	3.00

HARDY PERENNIALS (Continued)

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
SALVIA Patens. Navy blue. 30 in.....	.25	.75	\$2.50
RSAPONARIA Ocyoides. Rose trailing. 12 in.....	.20		.60
SCABIOSA. Excellent perennial cut-flowers.			
<i>Columbaria Lavender.</i> Delicate shade.....	.35	.65	2.00
<i>Columbaria Pink.</i> Delicate orchid-pink.....	.40	.65	2.00
<i>Caucasica Lilac-lavender.</i>40	.60	2.00
<i>House Hybrids.</i> Shades of lavender and blue. Excellent.....	.50	.90	3.00
RSEDUM Acre. 3 in. Golden Moss.....	$\frac{1}{8}$ oz. \$1.00	.35	
RSEMPERVIVUM. House Leek. Perennial mixed.....		.75	
STATICE. Very hardy as a rule and makes excellent cut-flower material.			

Dicksonii. (new). Large sprays of open flowers of a rich old rose shade. Excellent either fresh or dried. Flowers second season. Tr. Pkt. **50c**; $\frac{1}{4}$ oz. **\$1.25**; 1 oz. **\$4.00**.

R²Puberula. (new). A dwarf perennial Statice. 6 in. Flowers in five months. Very floriferous and excellent either in pots or for the rock garden. Tr. Pkt. **35c**; $\frac{1}{4}$ oz. **\$60c**; 1 oz. **\$2.00**.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Caspia. Soft lilac. 30 in.....	.40	.60	\$2.00
R²Dumosa. Dense clumps of silvery-gray flowers. 30 in.....	.35	.60	2.00
Incana. (Tatarica). Small white flowers. Good for drying. 14 in.....	.20		.50
Latifolia. The standard blue perennial Statice. 30 in.....	.25	.40	1.25
Perezii. Similar to Latifolia, but flowers first season.....	.25	.40	1.50
THALICTRUM Dipterocarpum. Very graceful tall plant with attractive fern-like foliage Good for cutting. 3 to 4 ft. Flowers rosy-purple and in clusters.....	.25	.50	\$1.50
TRITOMA Mirabilis Hybrids. Yellow shades. Should be frozen over winter for good germination35	.50	1.75
TROLLIUS. Ledebouri. Globe flower. Should be frozen over winter for proper germination. Orange. Standard orange Globe flower.....	.50	1.35	5.00
R²TUNICA Saxifraga. 10 in. Lilac-rose and very dwarf.....	.15		.60
VERONICA.			
<i>Longifolia.</i> Compact clusters of blue flowers. 30 in.....	.25	.35	1.25
<i>Repens.</i> White with light blue. Very dwarf and trailing. Early.....	.40	.80	3.00

VEGETABLE SEEDS FOR FLORISTS

	1 oz.	4 oz.
CAULIFLOWER.		
<i>Early Snowball.</i> Best early greenhouse-forcing variety. The standard of excellence; 52 days.		
$\frac{1}{4}$ oz. 60c ; $\frac{1}{2}$ oz. \$1.00 1.75		
<i>Danish Giant Dry Weather.</i> Most dependable in dry weather. 65 days. $\frac{1}{4}$ oz. 75c ; $\frac{1}{2}$ oz. \$1.25 2.25		
CELERY.		
<i>Golden Yellow Self-blanching Dwarf.</i> Standard market and shipping variety.....	.60	1.80
<i>Golden Plume, or Florida Golden.</i> A new early, developed from Golden Plume. Valuable for early and late in Florida and for early in the north.....	.65	1.85
CUCUMBER.		
<i>Chicago Pickling.</i> (Westerfield). Valuable pickling and slicing. 6-7 in. long. Uniform. 60 days.	.25	.80
<i>Davis Perfect.</i> Fine slicing variety. Good shipper. 9-11 in. Few seeds. 68 days.....	.25	.80
<i>Early Fortune.</i> Best for slicing or shipping. Dark green. 8-9 in. long. Uniform. 68 days.....	.25	.80
EGG PLANT.		
<i>Large New York Purple.</i> The standard home and market sort.....	.45	1.40
<i>Black Beauty.</i> Popular home and market variety.....	.45	1.50
KALE.		
<i>Dwarf Green Curled.</i> Very hardy; 12 to 15 inches tall, with 30-inch spread. Finely curled.....	.15	.35
KOHL RABI.		
<i>Early White Vienna.</i> Standard sort for forcing and home garden. Globe shaped.....	.25	.80
<i>Index on next page.</i>		[31]



VEGETABLE SEEDS FOR FLORISTS (Continued)

LETUCE.

		1 oz.	4 oz.
All Seasons Head.	Valuable market and home garden variety, round firm heads.....	\$.15	\$.45
Grand Rapids Forcing.	The standard loose-leaved variety for greenhouse forcing. Tender and sweet under glass.....	1 lb. \$1.50	.15 .50
Black Seeded Simpson.	Early; dependable everywhere and largely used by home and market gardeners. Loose-leaved and frilled.....	1 lb. \$1.40	.15 .40
Big Boston.	Select stock. Most widely popular of all heading lettuce, largely used for summer and fall hotbed and cold frame culture.....	1 lb. \$1.60	.20 .50

ONION.

Yellow Globe Danvers.	Very popular; medium large; pure yellow; firm and hard.....	.50	1.60
Prizetaker.	Sweet Spanish class; large globular; yellow; good shipper.....	.35	1.00

PARSLEY.

Extra Triple Curled. (Moss Curled).	Very compact; dark green.....	.15	.35
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RADISH.

Early Scarlet Globe.	(Short top strain). Our strain of this very early forcing variety is a superior one; small tops make it right for bunching. 23 days. This is an ideal florists' "catch crop" for selling to local stores	1 lb. \$.60	.10 .25
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SPINACH.

Giant Thick-leaved. (Nobel).	43 days. Best of thick-leaved group; long standing; heavy yielder; deep green; smooth leaves.....	1 lb. 35c	.10
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TOMATO.

Number of days following description is time to first pick of fruit from early June planting in northern states.

Crimson Cushion.	Large round and regular; bright scarlet; solid; very prolific. 120 days.	1 lb. \$4.60	.45	1.40
Pritchard. (Scarlet Topper).	Heavy yielder; second early; wilt resistant; fruit solid; brilliant red.	.40	.40	1.40
Golden Queen.	83 days. Best large yellow fruited; golden yellow; firm and smooth.....	.40	.40	1.30
Marglobe.	Particularly valuable for shipping and highly resistant to disease. Smooth; of distinct quality and long bearing. 75 to 78 days.....	1 lb. \$4.00	.40	1.25
June Pink.	65 days. Best extra early; purplish pink.....	.40	.40	1.25
Bonny Best.	Unexcelled for all purposes including forcing. 73 days.....	1 lb. \$3.00	.30	.90
Dwarf Champion.	Dwarf, tree-like. Requires no support; medium size, purplish pink fruit. 78 days.	.35	.35	1.20
Earliana.	Particularly valuable for home and early market garden. Medium size, deep scarlet. 64 to 66 days.....	1 lb. \$3.75	.40	1.10
John Baer.	Standard all-purpose variety, used largely for canning in northern sections; medium to large. 71 days.....	1 lb. \$3.25	.30	1.00
Livingston's Globe.	Valuable for shipping; heavy producer. Large purplish pink fruit; smooth and solid. 81 days.....	.35	.35	1.10
Ponderosa.	Valuable for home use. Extremely large; purplish pink, with few seeds. 85 days.	.50	.50	1.60
Stone.	85 days. Valuable for market and canning; heavy producer; deep scarlet; smooth.....	.30	.30	.90
Early Detroit.	Particularly valuable for shipping. Purplish pink, large smooth fruit. 78 days.....	.35	.35	1.10
Oxheart.	Late home garden variety. Extra large heart-shaped; few seeds and mild flavor. Very choice for salads.....	1 lb. \$8.50	.75	2.50
Dwarf Stone.	Largely used by market gardeners and canners. Heavily productive; smooth and solid. 85 days.....	.40	.40	1.35
Chalk's Early Jewel.	75 days. Fine for home and market gardeners; heavy producer; scarlet red.	.30	.30	.90

TURNIP

Purple Top White Globe.10	.25
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For a condensed index, see page 1.



OUR TRIAL GROUND*

What is the difference between Giant Double Fringed and All Double strains of Petunias?

What is the big difference in all those many varieties of dwarf Marigolds?

Does it pay to go all the way to Germany or Japan for Petunia seed?

Are there any really good varieties for florists in the many 1935 novelty introductions?

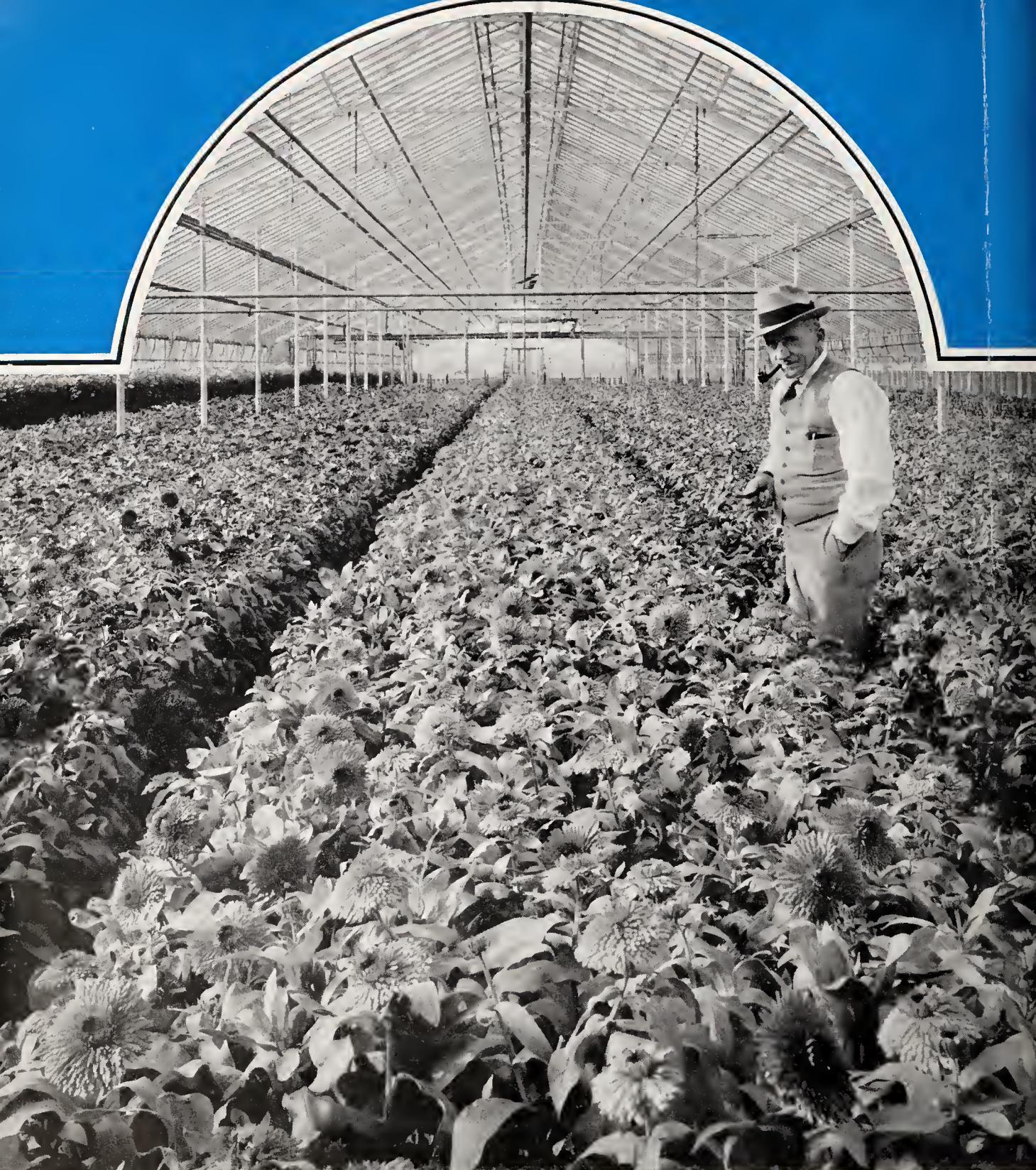
In the above photo you see a partial view of our "work shop" or trial ground from which the answers to the above questions and many hundred more besides, come. No florist could afford to maintain an institution of this kind and size. We never cut a flower or sell a plant out of here all year. Imagine the work involved in sowing over 800 different little lots of seed — flatting off 50 plants of each variety when they are big enough to transplant and then planting them all out where they belong — keeping the different plants, classes and colors together, and then all the work in cultivating and taking care of it all summer. And to say nothing of the job of noting the characteristics and differences in these many varieties — comparing one with the other, weighing their advantages and disadvantages for our Florist customer. All this to maintain our motto of

"ALL THE BEST AND NOTHING ELSE"

We of course cannot claim that these trials will entirely prevent us sending out stock unsuited to your wants but we do know that they help us greatly in eliminating poor varieties and in making exact catalog descriptions.

Geo. J. Ball

*Everyone interested is more than welcome — we ask you to come and see all these varieties for yourself — it is really much better than reading about them.



House of Our Ball Calendula for Christmas Crop

VERY IMPORTANT in selling any article is to have practical information about it. With it the buyer can be sold what he should have,—to mutual advantage. Experience with florists' crops under glass, extensive trials both in and outdoors, and direct contacts we maintain with our seed crops in California and Europe informs us about what our seed will produce.* Being growers ourselves, we realize the responsibility of caring for your flower seed business.

WEST CHICAGO, ILL., U. S. A.

*This season we have over 800 outdoor trials of various florists' crops.
You are welcome to inspect them. See inside back cover page.

Gro. J. Ball